FEBRUARY 27, 1956 35c PER COPY

BROADCASTING TELECASTING

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4TH year

THE NEWSWEEKLY OF RADIO AND TV

316 KW

That's maximum power in the rich market of

RICHMOND

Petersburg and Central Virginia

In addition to top power, WXEX-TV has maximum tower height —1049 ft. above sea level; and 943 ft. above average terrain . . . more than 100 ft. higher than any station in this market. WXEX-TV is the basic NBC-TV station; and there are 415,835 TV families in its coverage area. Let your Forjoe man give you all the details about this great buy.

WXEX-TV

Tom Tinsley, President Irvin G. Abeloff, Vice-President

Represented by Forjoe & Co.

When you think of Wheeling, be sure you get the COMPLETE PICTURE! Wheeling is the hub of a market area with a radius of 30 miles. The market includes 37 cities and towns having a population of 2,500 or more. 88 per cent of the people in the Wheeling retail market live outside of the city. The Wheeling market covers a wide area, like Boston; straddles three states, like Huntington; is bisected by a river, like Minneapolis and St. Paul; is bordered by busy suburbs, like Chicago. Remember, Wheeling is NOT a Southern town—actually it is farther north than Philadelphia—farther east than Cleveland!

Diversified Industry and Skilled Manpower are on the march in this rich industrial heartland. Latest figures show 416,210 families, consisting of 1,409,300 people, with a combined spendable income of $1,973,985,000—an average of $4,742 per household!

the Wheeling market is BIGGER than you think!

The Wheeling market is a BIG market, and the BIG advertising medium to reach this thriving industrial area is WTRF-TV Wheeling. By every accepted method of audience measurement, WTRF-TV is the dominant station.

In any campaign aimed at America's TOP markets, remember the booming Upper Ohio Valley, and the most dominant advertising medium, WTRF-TV Wheeling!

JUST HOW FAST CAN A MARKET GROW?

The spectacular rise in industry and population in the Wheeling-Steubenville market has been truly amazing. During the past three years, industries have invested 325 MILLION DOLLARS in new plants and expansion in this fertile manufacturing area! For the NEXT three years, proposed expenditures for the Upper Ohio Valley total 450 MILLION DOLLARS—and these Ohio Valley Industrial Corporation estimates are considered *conservative!* There are planning experts who believe that the six-year total, conservatively pegged at 775 MILLION, may reach *ONE BILLION DOLLARS* before the end of this period!

Diversified American industries have faith in the industrial future of the "rich Ruhr Valley of America!" It is rapidly looming as one of the most important manufacturing areas in the nation!

wtrf NBC tv

Wheeling 7, West Va. CHANNEL 7

For availabilities, call Hollingbery, Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager, Wheeling 1177

KGUL-TV Galveston, Texas } 1st

IN THE HOUSTON AREA ARB*

(January, 1956)

WITH THESE NUMBER ONE SHOWS

#1 **Half-Hour Participating Program**
Monday thru Friday
"My Little Margie"
6 P. M.

#1 **Late Evening Participating Show**
Monday thru Friday
"The Late Show"
10:30 P. M.

#1 **Farm Program**
Monday thru Friday
"Rural Reveille"
6:30 A. M.

#1 **Night Time Feature Film**
"Weekend Theatre"
Friday at 10:30 P. M.

#1 **Unduplicated audience for any multi-weekly program**
Monday thru Friday
"My Little Margie" 6 P. M.

These top rated shows **sell** for your clients: all are available on a participating basis. Plan now to include these outstanding buys in your spot programs. See your CBS-TV Spot Sales Representative today.

kgul TV

CHANNEL ELEVEN

CBS

SELLING GALVESTON, HOUSTON AND THE TEXAS GULF COAST MARKET

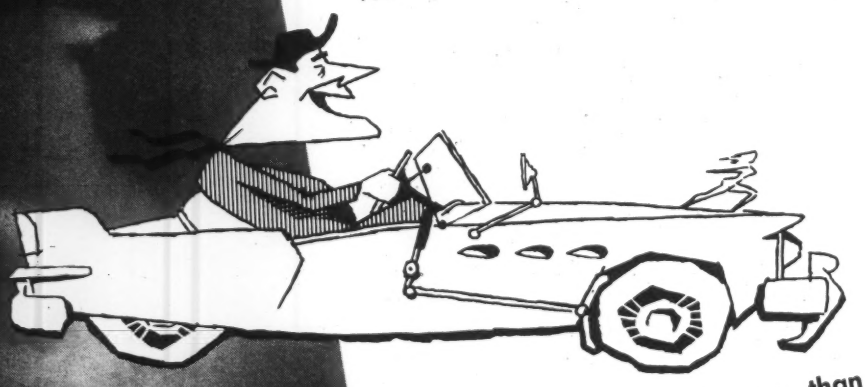
* Houston Area ARB covers Galveston, Harris, Brazoria, Chambers, Fort Bend, Liberty, Montgomery, and Waller Counties.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KRLD-TV

TELECASTING FROM TEXAS' TALLEST TOWER .....

1685 FEET ABOVE AVERAGE TERRAIN



Reaches the owners of more than

1,000,000

motor vehicles who spend each year in excess of

$758,792,000

for automotive needs in the

TOP 'O TEXAS MARKET

Figures from official registrations and U. S. Census of Business for 1954.

KRLD-TV *No other medium sells the Top O' Texas Market like . . .*

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

Owners and operators of KRLD, 50,000 Watts
The Times Herald Station . . . The Branham Co., Exclusive Representative.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit®

PARTY GIRL • Reggie Schuebel, president of Reggie Schuebel Inc., New York, consultant to agencies on radio and tv, will figure prominently in broadcast planning of Democratic party's presidential and congressional campaign through Norman, Craig & Kummel Inc., New York agency handling Democratic National Committee account [B•T, Jan. 30]. Miss Schuebel, one of Madison Avenue's best known buyers prior to setting up her own organization several years ago, was formerly time-buying chief of Duane Jones and Biow Co.

B•T

POSSIBLE solution to problem of feeding delayed network colorcasts to West Coast stations is seen by NBC-TV executives in new development of fast color film processing by KOMO-TV Seattle (see story page 84). New KOMO-TV system, which is simple adaptation of commercial color developing techniques, processes high-quality color film in 90 minutes.

B•T

LITERARY CRITICISM •Article by FCC Comr. Robert E. Lee on subscription tv, to appear in *Look*, on newstands March 6, takes "Let's try it" approach advocated by him last week in news conference following his speech before N. Y. Radio-Television Executives Society (see page 32). While Comr. Lee makes it clear he speaks only for himself and not FCC, there is lifting of eyebrows by toll tv opponents as to propriety of commissioner expressing his views in advance of formal consideration by quasi-judicial body. Mr. Lee, however, checked lawyers before writing piece and satisfied himself he wasn't going afield, since he had read all pleadings filed with FCC.

B•T

LOOK *article, it's understood, will be given wide distribution by toll tv advocates, who reportedly were poised to launch big offensive for both congressional and FCC action in line with Comr. Lee's advocacy of test. Article carries banner head reading "Let's Give the Public a Chance at Pay Tv." Subhead reads: "Besides the programs they now see free, viewers may want to pay for shows they cannot now get." Then there's this bang line quoting from Lee article: "I would like to see tv audiences given the opportunity to vote for or against pay tv."*

B•T

TV ECONOMIST • Best bet to be economist of Senate Commerce Committee's *ad hoc* "engineering" committee, scheduled to work out prospective tv allocation plan [B•T, Jan. 30], seems to be Sidney S. Alexander, CBS Inc. economic adviser since 1952. Dr. Edward L. Bowles, MIT professor of electrical engineering and chairman of *ad hoc* committee, has made no bones he wanted someone of Mr. Alexander's calibre. Mr. Alexander's resignation from CBS was announced last month; he will assume professorship in MIT's School of Industrial Management July 1. He is considered architect of CBS tv allocations plan which is predicated on assigning at least three comparable (vhf mainly) outlets in first 100 markets [B•T, Oct. 17, 1955].

B•T

DURING questioning of FCC commissioners by Senate Interstate & Foreign Commerce Committee last Monday, senators were trying to get description of relative positions of three major television networks. Sen. Charles E. Potter (R-Mich.) finally came up with analogy to auto industry, with which he is familiar as Michigan legislator "Oh," he said in aside, "then ABC is sort of the Chrysler of television."

B•T

TV SPOT REPORT • Issuance of first comprehensive report on spot advertising expenditures in television now slated for April. TvB and N. C. Rorabaugh Co., co-sponsors of compilation project, had hoped to release in March but have decided on further check of all figures to insure accuracy throughout. Spending of top spot tv users has been re-checked, but reviewing smaller ones will take some weeks yet. Report will show 1955 last-quarter expenditures by advertiser and by product category.

B•T

TO GET action at current session of Congress on proposal to allow unrestricted appearance of political candidates on radio and tv political news and discussion programs, as proposed by CBS Inc. President Frank Stanton, some compromise might have to be evolved. Motion in informed quarters on Capitol Hill is that favorable action would be likely if amendment was confined to presidential and vice presidential candidates, rather than all candidates for public office. Then, with more time at next session, further refinements might be possible. Proposal along those lines is being drafted by Senate Majority Leader Lyndon Johnson (story page 7).

B•T

PEPSODENT SMILE • Biggest boost to radio in months came last week from Lever Bros. Co. Thomas Edward Hicks, vice president of Pepsodent Division, wrote stations as follows: "Just a note to congratulate and thank you. More Pepsodent tooth paste moved on to consumers in January than any month in the past year. This is a tribute to you, our other consumer salesmen, and the product itself."

B•T

TO CLEAR up any misunderstanding on action of NARTB Committee on Radio Board Composition and Elections, chairman Richard M. Brown, KPOJ Portland, Ore., reports committee unanimously recommended to NARTB Radio Board that referendum vote be taken on proposal to eliminate at-large directors (small, medium, large and fm stations) from that board. Committee also considered but voted down proposal to reduce number of district directors (one for each of 17 districts), contrary to circulated reports, Mr. Brown avers.

B•T

LOST IN SHUFFLE? Fm broadcasters, aroused again over their lot, are beginning to talk up formation of their own trade group to protect allocations from encroachment by tv or outside industry users. They contend they have been rebuffed by NARTB in effort to have association plead fm case before FCC and Congress, on ground that fm is "specialized" interest in conflict with views of other segments of NARTB membership. NARTB's fm directors, Ed Wheeler, WEAW-FM, Evanston, Ill., and H Quenton Cox, KQFM (FM) Portland, Ore., now are pondering next move. They argue that when NARTB absorbed Fm Assn. in 1949, firm commitment was made to fight fm's legislative and allocations battles and to promote medium.

B•T

PROCTER & GAMBLE said to be advertiser that has sparked discussion by CBS Television Spot Sales and stations of 30-second spot announcement proposal (see story, page 85). P & G reportedly has been sounding out stations and networks on possibility of its use in place of 20-second spot plus 10-second ID, through Biow Co., one of P & G's agencies.

B•T

MARKUP AT ABC-TV • New rate card is expected to be issued by ABC-TV soon. Network is understood to have been sounding out affiliates for views, new rates, etc., and although details are not yet firm it's expected to be completed for issuance around March 1. With customary six-month protection to present sponsors, this would make new card effective for all advertisers in time for start of 1956 fall season.

B•T

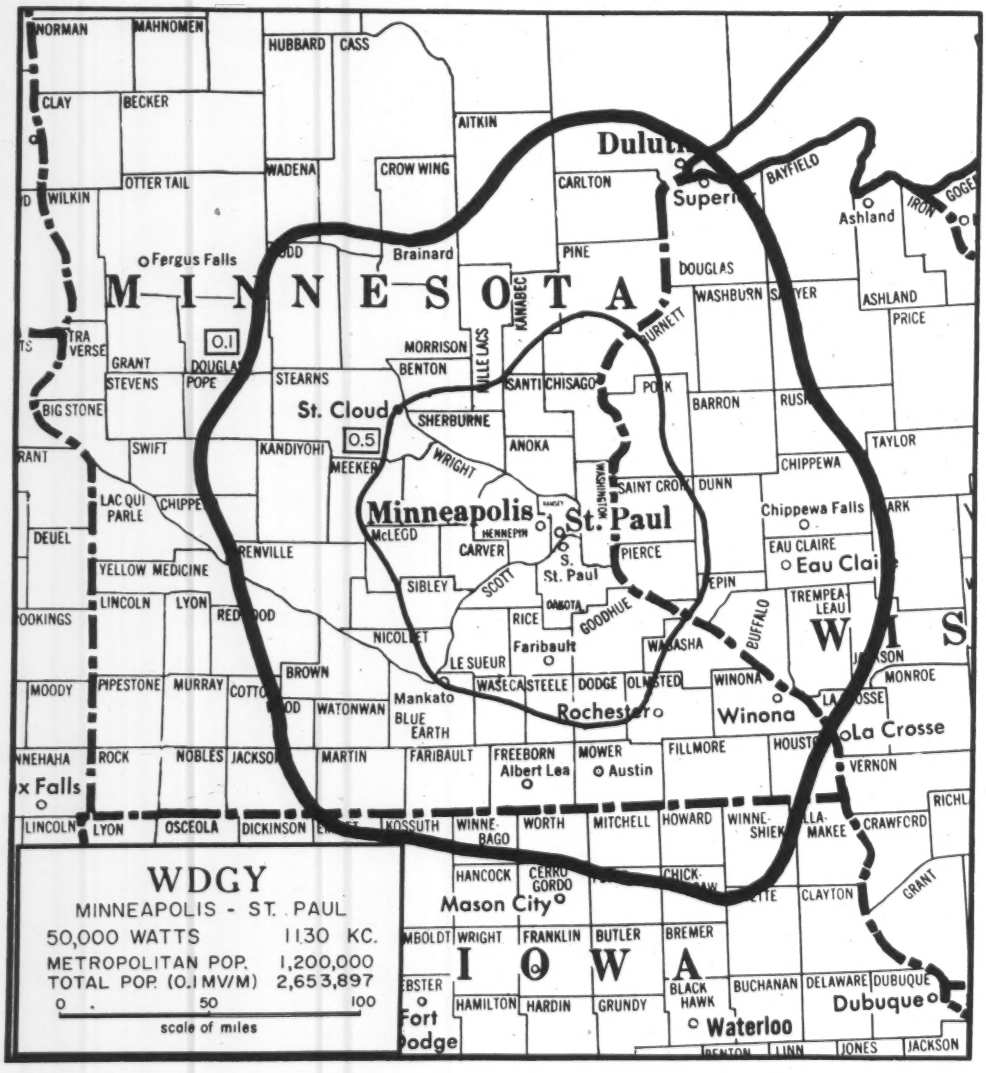
NEW WRINKLE in its sales technique reportedly is being tried by NBC sales staff to sell children's shows: salesmen are provided with kinescopes of children's tv programs and projectors to show them on their calls to prospective advertisers and their agencies.

B•T

TIMEKEEPERS • Five-man subcommittee to study problems of daylight broadcasters expected to be named today (Mon.) or tomorrow by Sen. John J. Sparkman (D-Ala.), chairman of Senate's Select Small Business Committee.

BIG

is the word for the COVERAGE WDGY's 50,000 watts give you in MINNEAPOLIS-ST. PAUL



. . . and WDGY has an almost perfect-circle signal daytime. Watch what happens to radio listening when Mid-Continent programming, ideas, music and news fill the Twin Cities air. Call WDGY General Manager Stephen Labunski or Avery-Knodel.

WDGY

50,000 watts
Minneapolis-St. Paul

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

at deadline

Sen. Johnson Drafting Bill To Amend 'Equal Time' Proviso

SENATE Majority Leader Lyndon B. Johnson (D-Tex.) said on Senate floor Friday he is drafting bill which among other things would amend Sec. 315 (a) "equal political time" provisions of Communications Act.

Sen. Johnson's bill would allow radio-tv licensees and networks to provide time to presidential candidates of two major political parties, or any third party which develops large following, without being required to furnish equal time to small minority parties or splinter groups. Third party, to qualify for equal time with two major parties, would have to poll substantial percentage of votes of immediate past presidential election or present petition with enough names to show it has significant following.

Johnson proposal is similar to CBS President Frank Stanton's proposal, now before Senate and House, except for these differences: Johnson bill would apply to presidential candidates only while Stanton plan applies to all candidates; Johnson bill applies to all programs, while Stanton proposal applies to debate, forum, news interview and similar formats; Johnson bill guarantees equal time to presidential candidates of major parties, whereas Stanton plan leaves equal time discretion to broadcaster.

It was understood Sen. Johnson's bill, package proposal, also would raise present legal ceilings on amounts that may be spent on behalf of candidates and provide certain income tax deductions for political contributions.

Stark Asks Comr. Lee Be Disqualified on Pay Tv

DEMAND that FCC Comr. Robert E. Lee be disqualified from all further participation on subject of subscription television because he allegedly has prejudged issue made Friday by Abe Stark, president of New York City Council, in telegram to FCC Chairman George C. McConnaughey. Mr. Stark, sponsor of resolution opposing pay television adopted by city council on Feb. 14 [B•T, Feb. 20], acted after Comr. Lee told meeting of Radio & Television Executives Society that he favored dispensing with public hearing on toll tv and authorizing system immediately on trial basis (see page 84).

Antell Names Venze Assoc. To Succeed Product Services

CHARLES ANTELL Inc (cosmetics), Baltimore, said Friday it has appointed Paul Venze Assoc., Baltimore, as agency, effective immediately. Firm said it terminated contract with Product Services, N. Y., because of difference of opinion over establishing Baltimore office for Product Services.

Antell claim was challenged by Les Persky, president of Product Services, who told B•T client had never discussed such plans, and that agency, not client, had severed relationship because of new internal management changes.

New agency will be staffed by former ABC vice president Ted Oberfelder, who becomes vice president in charge of radio-tv; Dan Rubin, formerly of Pringle-Gotthelf Assoc., New York, as production chief; Bill Shepherd, Charlie Weingart, Charles Finkelstein and Bernice Freiberg.

WILD BLUE YONDER

DISC JOCKEY feud was climaxed last Friday when WSUH Oxford, Miss., D. J. Allan English, asked CAA for permission to scatter 25,000 Confederate flags over Chicago today (Mon.) English plans his "air raid" in retailiation for flight over Jackson, Miss., sponsored by WGES Chicago Negro disc jockey Al Benson. Benson, saying he feared violence to himself, hired two white men to shower 5,000 copies of U. S. Constitution on Jackson to emphasize Supreme Court anti-segregation ruling.

English says he will raid Chicago at noon today. He plans to drop 5" x 7" paper flags over Loop, and, if his ammunition holds out, the lake front. He has assured CAA that he intends to follow every safety rule.

CBS Buy of Second Uhf, WGTH-TV Hartford, Approved

WITH single dissent, FCC Friday approved sale of ch. 18 WGTH-TV Hartford from RKO Teleradio Pictures Inc. to CBS for $650,000. FCC Comr. Robert T. Bartley dissented. Hartford purchase, CBS' second acquisition of uhf outlet (first was ch. 19 WXIX-TV Milwaukee, Wis.), has been pending since July 1955.

Comr. Bartley said he voted against approval because he feared undue concentration and restraint of competition in Hartford market; also claimed purchase circumvents purpose of "5 and 2 rule" (permitting same company to hold seven tv stations but not more than five in vhf band).

Still pending FCC approval is $600,000 purchase of WKNB-AM-TV New Britain, Conn., by NBC. WKNB-TV is ch. 30 outlet.

'Color Tv City' Finding To Be Released This Week

RESULTS of first "Color Tv City" survey—being financed jointly by BBDO and NBC—expected to be announced early this week. Study will be conducted twice yearly, it was understood. First study reportedly covered approximately 3,500 black-and-white homes. BBDO is especially interested in effect of color commercials for its clients. Agency and network also will use study as guide as color use progresses.

Loew's Considering Sale Of M-G-M Movie Library

SPOKESMAN for Loew's Inc. told B•T Friday that company is making "careful study" of possible tv use of Metro-Goldwyn-Mayer library of 1,000 feature films and 1,100 shorts, but declined to name any organizations with which it is negotiating for sale of old films. Subject was brought up at Loew's annual meeting of stockholders in New York last Thursday, with Arthur Loew, president, reporting that company is discussing sale of films for tv use with several interested parties and believes that "earnings from this source will be substantial very soon."

BIG BLAST BY BUICK • Buick, through Kudner Agency, N. Y., preparing four-day radio spot announcement campaign starting April 4 in approximately 165 markets.

P&G IN 80 • Procter & Gamble, Cincinnati, for its Spic and Span cleanser, preparing television spot announcement campaign to be run in nearly 80 markets starting March 12. Usual P&G "'til forbid" contract will be used. Biow Co., N. Y., is agency.

COFFEE TIME • General Foods, N. Y., for its Yuban coffee, will use radio-television spot announcement campaign effective early in March in about 15 west coast markets. In addition, firm will place television spot campaign in 35 markets in east and central zone for regular Maxwell House, starting early in March. For its instant Maxwell House, nearly 80 tv markets have been added to 60 already lined up for saturation spot campaigns which started Feb. 20 and 27, depending on market, plus 10 radio markets. Benton & Bowles, N. Y., is agency.

RADIO AGAIN FOR KENT • Kent cigarettes, N. Y., is considering radio spot announcement campaign similar to one used last year in 10 major markets. If current plans are approved, schedule would start about March 12 in seven major markets and run through end of year. Young & Rubicam, N. Y., is agency.

TEMPO UP • Clapp Baby Food, N. Y., increasing frequency of spot activity in 18 markets where it currently carries spot annodncements, effective March 12 and running 22 to 24 weeks, depending on market. Young & Rubicam, N. Y., is agency.

Three Directors Elected To NARTB Radio Board

THREE DIRECTORS were elected automatically to NARTB Radio Board Friday when group of nominees made choices in case of two or more nominations, plus withdrawal of five names from balloting (early story page 50). Elected automatically were Robert B. Hanna, WGY Schenectady, Dist. 2 (Michael R. Hanna, WHCU Ithaca, N. Y., refused nomination for Dist. 2 or medium at-large director); John F. Patt, WJR Detroit, re-elected at-large director for large stations (Clyde W. Rembert, KRLD Dallas, only other nominee, withdrew); Merrill Lindsay, WSOY-FM Decatur, Ill., fm at-large director (Ben Strouse, WWDC-AM-FM Washington, other nominee withdrew to enter race for medium director).

These other directors nominated to more than one post made selections as follows: J. Frank Jarman, WDNC Durham, N. C., present medium director, entered the medium race instead of Dist. 4; Fred A. Knorr, WKMH Dearborn, Mich., took Dist. 8 over medium; Ben Sanders, KICD Spencer, Iowa, took Dist. 10 over small stations; Jack Younts, WEEB Southern Pines, N. C., took Dist. 4 over medium.

Directors who refused nomination, besides Messrs. Rembert and Hanna, were Calvin J. Smith, KFAC Los Angeles, Dist 16 (incumbent district director); Lawrence H. Rogers, WSAZ Huntington, W. Va., medium, and E. S. Whitlock, WRNL Richmond, Va., Dist. 4.

in 91* counties...

REGIONAL RADIO

WOW IS 1ST

Every Minute of the Broadcast Day!

*514,600 Radio Families!

SOURCE: Nov., 1955 Pulse Area Report

WOW has **MORE** listeners in **ALL** 502 quarter-hours of the broadcast week than any of the other 63 stations in the 91-county area!

WOW has 100% **MORE** Listeners in 207 of these quarter hours!
WOW " 200% " " " 118 " " " "
WOW " 300% " " " 16 " " " "

... and WOW beats the 2nd station by at least 50% in 150 of the remaining 161 quarter-hours!

Monday thru Friday (6 AM to 6 PM), WOW beats the 2nd station 2½ to 1

FRANK P. FOGARTY
Vice President & Gen'l Mgr.

BILL WISEMAN
Sales Manager

JOHN BLAIR & CO.
Representatives

KANSAS CITY		SYRACUSE		PHOENIX		AHA
KCMO RADIO 810 kc. CBS	KCMO TV Channel 5 CBS	WHEN RADIO 620 kc. ABC	WHEN TV Channel 8 CBS	KPHO RADIO 910 kc. ABC	KPHO TV Channel 5	WOW TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

FCC Orders Tv Booster Off Air, Asserts Jurisdiction

COMPROMISING stand that unauthorized tv booster operation in Bridgeport, Wash., is in violation of Communications Act enunciated by FCC Friday. In ordering Bridgeport community booster to cease and desist, FCC reversed examiner who held that since boosters performed public service and caused no interference, no cease and desist order should be issued [B•T, Oct. 24, 1955]. Commission emphasized Communications Act was established to maintain government "control" over all channels of interstate and foreign radio transmissions, including interstate transmissions where interference resulted. Commission said Bridgeport booster caused interference there with direct reception of two Spokane vhf stations (KXLY-TV ch. 4 and KHQ-TV ch. 6).

Case resulted from operation of number of unlicensed booster outlets in Washington state. Bridgeport decision presumably applies to others in Chehalis Valley region of northwest.

However, FCC last month issued proposed rule-making to establish new service using "translators"—low power stations which would receive big city signals, amplify them and rebroadcast them on upper uhf bands [B•T, Jan. 16]. Comments on this proposal are due March 5—same day cease and desist order against Bridgeport booster becomes effective.

Hearing Set March 26 On Rochester Protest

SHARETIME Rochester, N. Y., ch. 10 tv stations WHEC-TV and WVET-TV will remain on air while hearing is held on protest by WSAY Rochester (Gordon P. Brown). FCC Friday scheduled hearing on long controverted protest for March 26. Commission granted ch. 10 sharetime outlets in 1953, denied WSAY protest which followed. Court of Appeals remanded case to FCC last December [B•T, Dec. 26, 1955], said hearing should have been held. Under old Sec. 309 (c) rules FCC was required to stay grants' effectiveness; however Congress early in January revised rule to give Commission discretion. Commission declared it was in public interest to maintain service. WSAY had asked appeals court to cite Commission for contempt because it failed to take stations off air under old rules, but court dismissed motion. Among issues in hearing are diversification, whether sharetime agreement is in public interest, whether WVET-TV is financially qualified, commercial practices of sister station WVET, and rebroadcast rules.

FCC Approves WCBR Sale; WKTM Sold for $50,000

APPROVAL has been given by FCC to sale of WCBR Memphis, Tenn. (1 kw on 1480 kc) by Chickasaw Broadcasting Co. to Jules J. Paglin and Stanley W. Ray for $10,250 and assumption of $60,500 in obligations. Station will change call letters to WLOK April 1. Messrs. Paglin and Ray already own or control WBOK New Orleans, WXOK Baton Rouge, La., KAOK Lake Charles, La., and KYOK Houston, Tex. Sales approval was one of nine announced Friday by FCC.

WKTM Mayfield, Ky., was purchased by Mr. and Mrs. Fred Thomas, Benton Harbor, Mich., for total consideration of $50,000, it was announced Friday. Sale subject to usual FCC approval. Station, owned by Michael R. Freeland and John M. Latham, operates on 1050 kc with 1 kw, daytime. Thomases plan to move to Mayfield and actively operate station. Paul H. Chapman, Atlanta station broker, negotiated transaction.

Stevenson Gets Free Time On Conn. Stations, NBC-TV

FREE radio-tv time figures prominently in latest campaign activities of Adlai E. Stevenson, seeker of Democratic presidential nomination. WTIC and WGTH, both Hartford, Conn., were to donate 30 minutes of free air time Saturday night to Democratic State Committee of Connecticut for pick-up of Mr. Stevenson's speech in that city. In New York, state-wide Stevenson for President Committee placed Mr. Stevenson on NBC-TV's *Today* tomorrow (Tues.) morning for "gratuitous appearance." NBC spokesman said Friday that although gratis, Mr. Stevenson's appearance would be regarded as political broadcast.

Biggest Buy for Robert Hall

IN LINE with largest expansion in history, Robert Hall Clothes reported Friday it will launch heaviest radio-tv spot announcement campaign for single month during March in 130 cities where 220 retail stores are located. Through Frank B. Sawdon agency, Robert Hall has scheduled 8,000 spot announcements per week on radio and 1,200 tv announcements weekly, calling attention to opening of 20 new stores in Los Angeles, St. Louis, Fort Worth and San Antonio and tying in expansion with new spring clothes offered by company.

CBS-TV, Screen Gems Pact

CBS-TV reported Friday that agreement has been reached with Screen Gems, under which SG will produce eight 1½ hour films for network's *Playhouse 90* series to be broadcast next fall. Although complete details were not released, it is reported that each film will cost about $150,000 and financing will be arranged entirely by CBS-TV, with Screen Gems sharing in ownership. Final contract papers to be signed shortly.

UPCOMING

Feb. 27-March 1: Senate Interstate & Foreign Commerce Committee resumes hearings in investigation of tv networks and uhf-vhf problems, U. S. Capitol.

Feb. 27: House Antitrust Subcommittee exploratory hearings, on monopoly in regulated industry, 10:30 a.m., room 346, Old House Office Bldg.

March 2-3: Midwestern Adv. Agency Network business meeting and competitive display, Drake Hotel, Chicago.

March 2-4: Hi-Fi Fair, Shoreham Hotel, Washington.

For other Upcomings see page 133.

PEOPLE

HERBERT B. LAZARUS named general counsel of American Broadcasting-Paramount Theatres, succeeding late Walter W. Gross [DEADLINE, Feb. 20], Leonard H. Goldenson, AB-PT President, is announcing today (Mon.). Mr. Lazarus has been with AB-PT and previously with Paramount Pictures since 1933 in various legal capacities.

STUART M. KELLY named vice president and assistant national television manager of Paul H. Raymer Co., N. Y., station representative, board announced Friday. Mr. Kelly had been account executive with Raymer for several years and previously had been with O. L. Taylor Co., N. Y.

F. G. STROBEL, creative art director at Walker B. Sheriff Inc., Chicago, elected vice president.

CLYDE L. CLEM, director of audience promotion, NBC, to Grant Adv., Detroit, as radio-tv account executive for Dodge.

RICHARD H. CLOSE, manager of represented stations, NBC Spot Sales, named director.

RALPH ELLIS, sales manager of National Film Board of Canada, named general manager of Fremantle of Canada, Toronto, distributor of tv film series.

E. ROBERT NASHIK, advertising and promotion manager, WGBS-TV Miami, named "Advertising Personality of the Year" by Advertising Club of Greater Miami.

WIRI (TV) Sale Approval Asked

APPLICATION filed Friday for FCC approval of $500,000-plus purchase of WIRI (TV) Lake Placid (Plattsburg), N. Y., by mulitple radio station owner Rollins Broadcasting Inc. [B•T, Feb. 20]. Ch. 5 WIRI is NBC, ABC affiliate and is associated in ownership with WIRY Plattsburg. Great Northern Tv Inc., WIRI permittee, showed total assets of $440,256 and total current liabilities of $388,989 as of Dec. 1, 1955.

FCC Denies Madison Stay

REQUEST that Commission's grant of Madison, Wis., ch. 3 to WISC there be stayed pending reconsideration appeal, submitted by ch. 39 WTVO (TV) Rockford, Ill., denied by FCC Friday. Commission said it would not be in public interest to delay bringing vhf service to Madison area, also said its deliberations on WTVO plea for reconsideration will not be affected.

New Am for Albuquerque

NEW am station in Albuquerque, N. M. (1450 kc, 250 w, with remote control) granted by FCC Friday to B&M Broadcasters (E. Boyd Whitney, KQUE Albuquerque announcer, and D. K. MacGregar, grocer). Grantees plan to spend more than $18,250 to build, $42,000 operating yearly. Grant conditioned on Mr. Whitney serving connection with KQUE.

Ch. 8 Asked for Guam

PETITION was filed with FCC Friday to assign ch. 8 to Agana, Guam, by KUAM that city (Harry M. Engel Jr.). Tv on Navy bastion in Pacific was subject of major protest by Mr. Engel last year when it became known Defense Dept. was planning military tv on ch. 8 there. Petition indicated that when vhf channel is assigned to island, KUAM would apply for it.

the week in brief

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Broadcasting Publications Inc.
Sol Taishoff, President
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BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.
Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

EDITOR & PUBLISHER
Sol Taishoff
MANAGING EDITOR
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SENIOR EDITORS
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NEWS EDITOR
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SPECIAL PROJECTS EDITOR
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BUREAUS
NEW YORK
444 Madison Ave., Zone 22, PLaza 5-8355
Editorial
SENIOR EDITOR: Rufus Crater
AGENCY EDITOR: Florence Small
ASS'T NEW YORK EDITOR: David W. Berlyn
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Frank P. Model, Selma Gersten, Beverly Berl
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CHICAGO
360 N. Michigan Ave., Zone 1, CEntral 6-4115
MIDWEST NEWS EDITOR: John Osbon
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Barbara Kolar
HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-8181
ASSOCIATE EDITOR: Lawrence Christopher
WESTERN SALES MANAGER: Wallace H. Engelhardt
Toronto: 32 Colin Ave., HUdson 9-2694.
James Montagnes

SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
*Reg. U. S. Patent Office

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portrait of a station...

NO SCHOOL TODAY

IMPORTANT NEWS to this young man—and to over 250 communities who depend on WGY each morning for news of local school closings—the *only* area station to provide this service.

SERVICE IS IMPORTANT in this rich 33-county area—one reason listeners prefer WGY 3-to-1 over all competing stations. Service is important to our customers, too, because . . . .

EXTRA SERVICE means EXTRA SALES in this EXTRA-SPECIAL MARKET

WGY a General Electric Station . . . Schenectady, N. Y.

Represented Nationally by Henry I. Christal Co.
New York, Boston, Chicago, Detroit, San Francisco

ZIV SHO

"Mr. DISTRICT ATTORNEY"

Starring
DAVID BRIAN

Champion of the people! Here's proof!

28.1
ST. LOUIS
beats Robert Montgomery, Arthur Godfrey, Milton Berle, This Is Your Life and others.

31.5 BOSTON
23.9 SEATTLE-TACOMA

RENEWED BY CARTER'S IN 37 MARKETS!

ARB—Dec. '55-Jan. '56

"I LED 3 LIVES"

Starring
RICHARD CARLSON

G-R-E-A

"HIGHWAY PATROL"

Starring
BRODERICK CRAWFORD

An Award-Winning Performance by Academy Award Winning Star!

38.7
DAYTON
beats Dragnet, Jackie Gleason, Groucho Marx, $64,000 Question.

29.7 HOUSTON
32.9 TACOMA SEATTLE-

SELLING FOR BALLANTINE'S IN 23 MARKETS!

ARB—Jan. '56

"THE MAN CALLED X"

Starring
BARRY SULLIVAN

WS RATE

Now 3rd Year in Production!

28.2
MILWAUKEE
beats Ed Sullivan, What's My Line, I Love Lucy, Milton Berle and others.

26.8 HOUSTON
39.3 OMAHA
RENEWED BY PHILLIPS IN 44 MARKETS!

TELEPULSE—Dec. '55 ARB—Jan. '56

T!

NOW! 2nd YEAR IN PRODUCTION!

. . . Voted No. 1 NEW SYNDICATED FILM SERIES

"SCIENCE FICTION THEATRE"

ALL-STAR CAST . . . William Lundigan, Don DeFore, Howard Duff, Keefe Brasselle, Pat O'Brien, Vincent Price . . . others.

Renewed by OLYMPIA BEER in
• LOS ANGELES • SAN FRANCISCO • SAN DIEGO • PORTLAND • SEATTLE-TACOMA • SPOKANE • and 15 other west coast markets.

Also renewed in these markets:
• BUFFALO • PHOENIX • YUMA • MILWAUKEE • PORTLAND, MAINE • GRAND JUNCTION, COLO. • BALTIMORE • DETROIT • NEW YORK CITY • SALT LAKE CITY • PHILADELPHIA • WASHINGTON, D. C. • CHICAGO • ST. LOUIS • CLEVELAND • BOSTON • SYRACUSE • CHARLOTTE • INDIANAPOLIS • GRAND RAPIDS • GREENSBORO • ROCHESTER • PROVIDENCE

. . . by these sponsors and stations:
• ARPEAKO • ARIZONA PUBLIC SERVICE • CENTRAL MAINE POWER CO. • WISCONSIN OIL CO. • MESA DRUG CO. • BROMO-SELTZER • KLAS-TV in LAS VEGAS • WTVJ in MIAMI • KBTV in DENVER • KRDO-TV in COLORADO SPRINGS • KTTS-TV in SPRINGFIELD, MO. • WFAA-TV in DALLAS • KERO-TV in BAKERSFIELD • KIDO-TV in BOISE • KID-TV in IDAHO FALLS • WMCT-TV in MEMPHIS • KVAL-TV in EUGENE, ORE. • WCCO in MINNEAPOLIS • KGGM-TV in ALBUQUERQUE • and others.

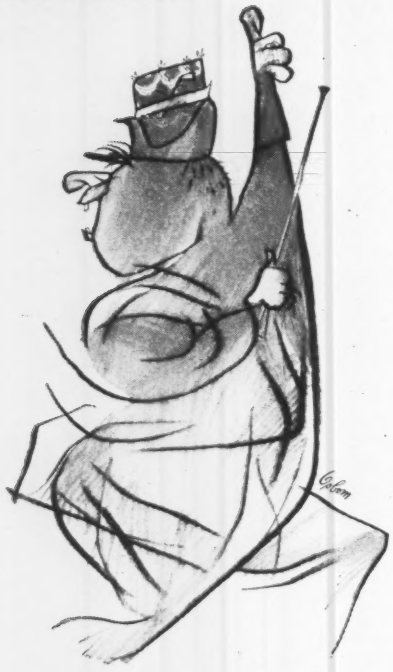
NEW! ZIV'S NEXT BIG RATING-GETTER!

ZIV Television

NEW YORK
CINCINNATI
HOLLYWOOD
CHICAGO

THE *HOT* SHOWS COME FROM ZIV!

CAPITAL TYPES #22



THE CONVENTIONEER

Speaks the best cologne-bottle French in town; fast man with a voulez-vous. Crack shot handling a water pistol. Big harmony man around the firehouse, carries burn scars from volunteer action in saloon fire right after Repeal. Wife's friends call him Old Missing-In-Action. Cries at animal movies, especially Rin Tin Tin pictures. Collects champagne corks, sea shells, and fight programs. Favorite song: "Don't Bring Lulu."

And a perennial favorite with Washington advertisers is WTOP Radio. WTOP gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO
Operated by The Washington Post Broadcast Division • Represented by CBS Radio Spot Sales

IN REVIEW

GOOD MORNING

"IF at first . . ." must be the guiding philosophy behind CBS-TV's programming of its 7-8 a.m. slot weekdays. The latest try, with Will Rogers Jr. as host, went on the air last Monday. It's still in need of some shaking down, but, with luck, just might be the one to work out.

A show would have to be casual to keep up with the Rogers style, and this one is. The cast is limited to three—Mr. Rogers, Pamela Good and newsman Ned Calmer. You soon get the impression that nothing of importance is likely to take place during the hour, which, at that time of day, isn't such a bad idea.

Mr. Rogers is friendly, likable and warm, and all these qualities manage to come through the picture tube. His delivery has a non-professional air, as you might expect, but not studied, as you might fear. Miss Good, who does the weather and two 5-minute shows of her own at 25 and 55 minutes after the hour, is attractive, pleasant and competent. Mr. Calmer does quite well in delivering the news.

One thing about the show is downright irritating—the practice of playing records while a camera pans through Grand Central Station. As this happened repeatedly on the first three broadcasts we guess it's to be a regular feature, and we recommend against it. There's no point to the music, and certainly no novelty in looking at the same old railroad station time and again.

This go-round of CBS-TV's early morning efforts suffers primarily from the same complaint which killed its predecessors—nobody's buying. All have been first-rate productions, and they've all gone by the boards. We hope a like fate isn't in line for Rogers & Co.

Production costs: Approximately $25,000 per week.
Broadcast sustaining on CBS-TV, Mon.-Fri., 7-8 a.m. EST.
Producer: Michael Sklar; assistant producers: Robert Northshield and Harry Olisker; directors: Av Westin and Mel Ferber.

ALCOA HOUR

SO TIMELY was the lynching theme of "Tragedy in a Temporary Town" on the Feb. 19 NBC-TV *Alcoa Hour* that you wonder if the author didn't just dash it off after the Alabama riot. But tv productions being what they are, and the writing in this case being what it was, it isn't likely this production was quickly put together to capitalize on a news story.

So artfully done was this play of transient workers who took law into their own hands that the viewer had a glimpse of himself as one of the hungry mob. Lloyd Bridges, a fallible hero, and a cast of erring humans lived up to their forceful material. (see story in NETWORKS, this issue). They talked and looked like the motley collection of itinerants they represented, some characters warped, but all with their own dignity. The direction of "Tragedy in a Temporary Town" must have been a near-perfect realization of what was on paper. Camera shots of the outdoor water spigot where men gathered, and the play's final shot framed by the tree branch where the rope still dangled, are unforgettable. This play had about everything you could ask of a tragedy. Classical values were there, enhanced by the broadened scope that television makes possible.

Production costs: Approximately $30,000.
Sponsored by Alcoa through Fuller & Smith & Ross on NBC-TV, Sun., 9-10 p.m. EST.
Producer: Herbert Brodkin; director: Sidney Lumet; associate producer: Philip Barry Jr.; associate director: Gordon Rigsby; writer: Reginald Rose.

OMNIBUS

VETERAN VIEWERS—especially those of the Army-McCarthy telemonotonies of several seasons ago—will attest to the fact that Joseph N. Welch, senior partner of the Boston law firm of Hale & Dorr, knows his U. S. Constitution perhaps as well as its framers. Realizing this, the radio-tv workshop of the Ford Foundation, which produces CBS-TV's *Omnibus*, has asked Mr. Welch back to the program—his first appearance was on last March's "American Boyhood" series—so that he might spread his vast knowledge about this remarkable document among the Great American Unwashed.

We think he is succeeding admirably. With two out of three programs completed—subtitled "One Nation" and "One Nation, Indivisible"—this charming 20th Century version of Mr. Chips and Solomon all rolled into one has explored a myriad of political, legal and personal factors that went into the creation and near-dissolution of the Constitution. (The third program, "With Liberty and Justice For All" will be aired March 4.) Through means of a dramatic technique that might have been—but wasn't—borrowed from *You Are There*, Mr. Welch has taken us backstage at the Philadelphia ratifying convention, at Congress during the discussions of the 1798 Alien & Sedition Acts and Monroe Embargo of 1814, to the outdoor arena where Stephen Douglas debated with Mr. Lincoln.

The American public should be indebted to both the Ford Foundation and CBS-TV for perhaps the finest group of "Omnibuses" so far, and to Mr. Welch himself, about whose performance, by the way, we have no point of order to make.

Sponsored by J. P. Stevens Co., N. Y., through Bryan Houston Inc., N. Y.; Scott Paper Co. and Aluminium Ltd., both through J. Walter Thompson Co., N. Y., on CBS-TV, Sun., 5-6:30 p.m. EST.
Scripts for Feb. 5 and 19 "Constitution" series: Joseph N. Welch and Prof. Richard Hofstadter.
Director: Richard Dunlap; producer: Robert Saudek for the Radio-Tv Workshop, Ford Foundation.

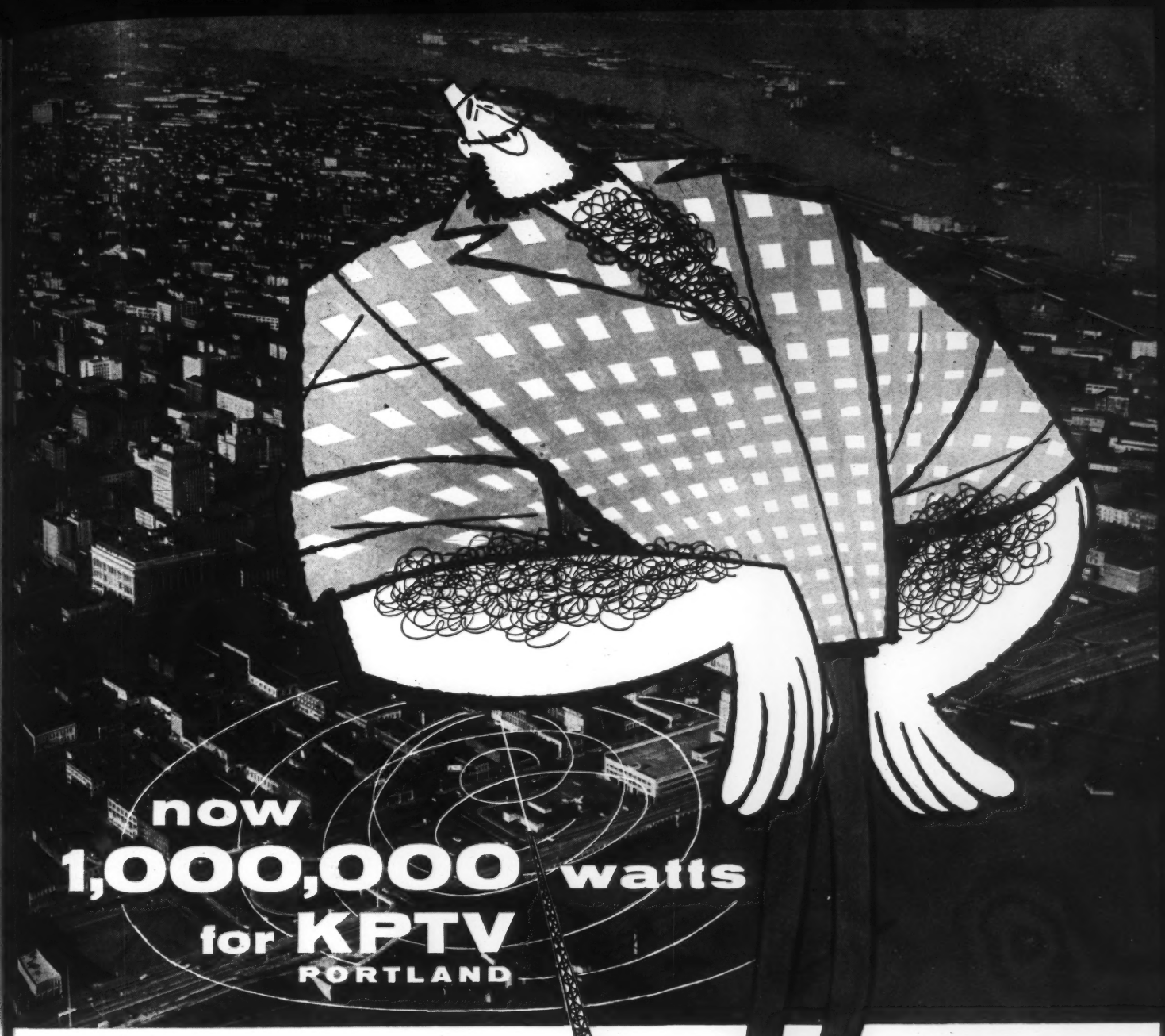
BOOKS

ADVERTISING COPY AND COMMUNICATION, by S. Watson Dunn. McGraw-Hill Book Co., 330 W. 42nd St., New York 36, N. Y. 545 pp. $7.

MR. DUNN, associate professor of journalism and commerce, U. of Wisconsin, has put together an excellent textbook of the place of copywriting in the overall marketing process which also gives the student or novice copywriter a good guide on the preparation of copy that communicates and sells. The chapters on radio and television commercials are simple, sensible and straightforward and could be read with profit by many copywriters who are long past the novice stage.

LIMITERS AND CLIPPERS, edited by Alexander Schure. John F. Rider Publisher, 480 Canal St., New York 13, N. Y. 64 pp. (paperbound). $1.25.

ALTHOUGH in general usage the terms "limiter" and "clipper" have assumed almost synonymous and interchangeable meanings, actually there are precise definitions for each of the terms. This booklet presents the definitions, distinctions and applications for the more important variations of limiter and clipper circuits and their functions of limiting signal voltage and/or modifying the signal's waveshape.



Oregon's TV Giant is now the most powerful station in the entire West!

KPTV Portland—the GIANT television station in the Pacific Northwest — has increased power to 1,000,000 watts to become the most powerful station in the West. The addition of a new tower 1,281 feet above average terrain to this giant-size power increase means MORE SALES in the big-buying Oregon market. Get the facts from NBC Spot Sales or call KPTV today.

Portland, Oregon

KPTV
NBC
TELEVISION
channel 27

A STORER STATION

STORER NATIONAL SALES HEADQUARTERS

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LEW JOHNSON, Midwest TV Sales Manager
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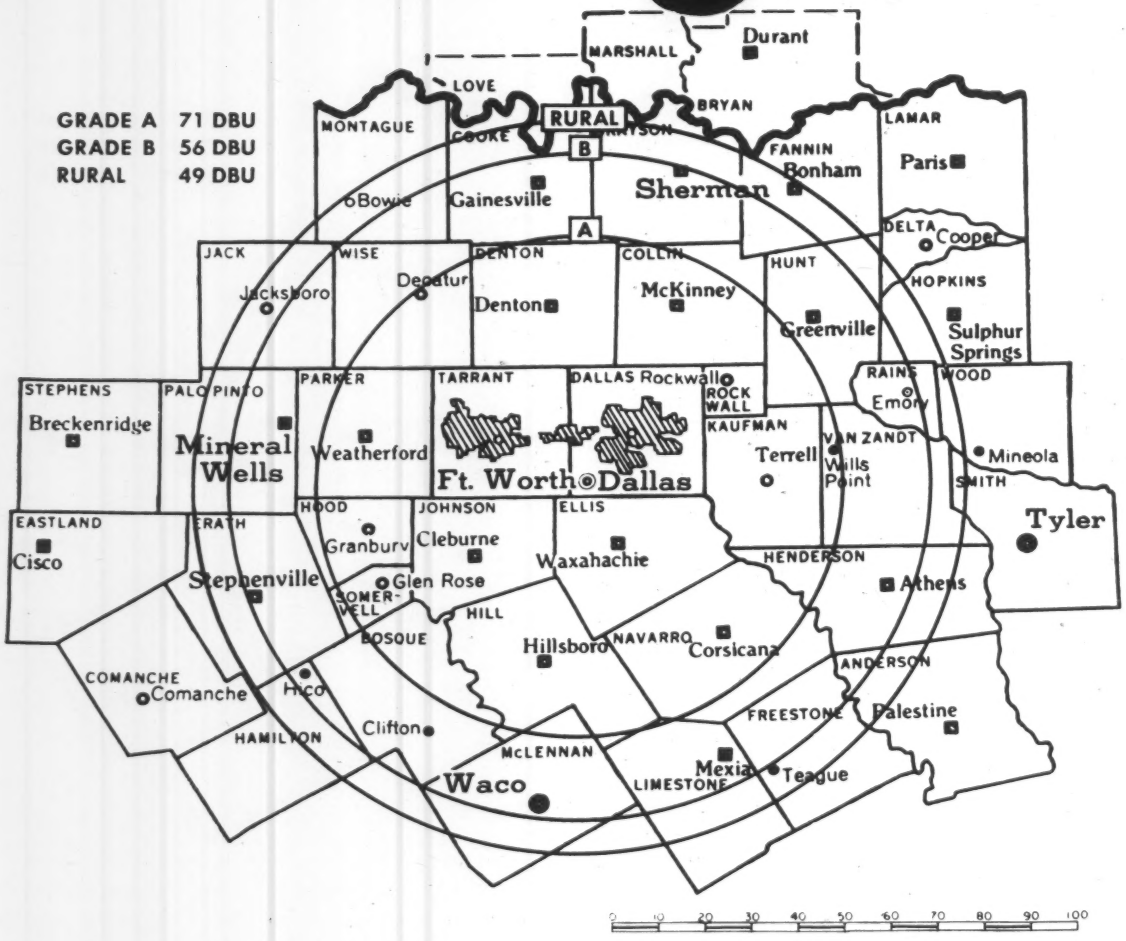
GAYLE V. GRUBB, V.P., West Coast Sales Manager
111 Sutter St., San Francisco, SUtter 1-3631

Represented Nationally by
NBC SPOT SALES

12th Largest



CHANNEL 8

Your NBC-ABC Station

WFAA-TV

Market!

Retail sales in two adjacent counties make Dallas-Fort Worth the nation's 12th ranking metropolitan area. The 40 additional counties in the North Texas market represent the metropolis' rich surrounding trade territory.

Check These Fabulous Facts:

Population (39 Texas and 3 Oklahoma Counties) . .	2,272,600
Urban	1,603,900
Rural	668,700

Effective Buying Income	$3,477,072,000
Retail Sales	$2,582,192,000

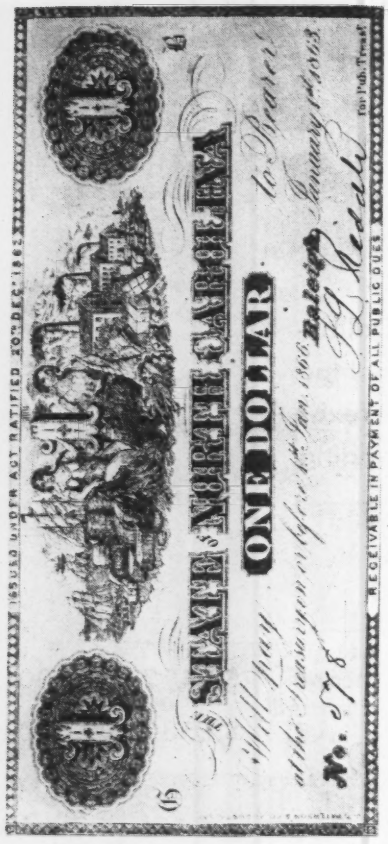
(Source: Sales Management Survey of Buying Power, May 10, 1955)

SET COUNT	552,740

From atop Texas' tallest structure (1,521′ above ground — 1,685′ above average terrain) WFAA-TV's 316,000 watt signal has put added masses with added millions to spend within easy reach of all advertisers! *Television Magazine* has pinpointed 42 counties under the influence of the Dallas-Fort Worth television market.

A Television Service of
The Dallas Morning News
Ralph Nimmons, Station Manager
Edward Petry & Co., National Representatives

DALLAS



there's cash in eastern North Carolina

there are tobacco dollars aging in the pockets of eastern carolina consumers. WITN offers you a rich, resourceful market—a receptive market for your products. get in on the yield of tobacco money being spent in this promising new area—WITNland.

WITN NBC

serving eastern north carolina
transmitter at grifton, n. c.
studios & offices at washington, n. c.
316,000 watts
headley-reed co., rep.

OPEN MIKE

Political Coverage

EDITOR:

Your editorial in the Feb. 20 issue of BROADCASTING • TELECASTING is a brilliant contribution to the effort for fuller coverage of 1956 political activity by the nation's television and radio networks and stations.

I was very pleased to see you sound the call to the nation's broadcasters to get behind some revision of Sec. 315(a) [of the Communications Act]. This revision is essential, as you so thoroughly emphasized, if the television and radio news coverage is to keep pace with the phenomenal growth of the other phases of the industry.

The Democratic party's support of revision of the present restrictive sections of 315(a) is motivated by one principle, that any extension of political coverage by the communications media can result only in a better informed electorate. That means better government.

I am certain that your support of this goal will be most helpful.

Paul M. Butler, Chairman
Democratic National Committee
Washington

[EDITOR'S NOTE: B•T's editorial supported a proposed amendment of Sec. 315 to permit news and discussion broadcasts of political candidates without obligating broadcasters to give equal time to other candidates.]

One Meat-head to Another

EDITOR:

We were especially interested in the article entitled "Man on a Gray Flannel Couch" in your Feb. 13 issue. If it is at all possible, we would greatly appreciate having five or six copies of this article. Our congratulations to Charles Harrell from a few other meat-heads.

William J. Plaut
Stromberger, LaVene, McKenzie,
Advertising
Los Angeles

Please Forward

EDITOR:

Please forward to me . . . two copies of the article "NBC-TV Backs Up Research Showing Tv Influence in Food, Drug Sales," and two copies of the article "Dismal Obscurity to Tops in the Field."

Both . . . appear in your Feb. 20 issue . . .

Marvin H. Fisher
W. Wallace Orr Inc.
Advertising
Philadelphia

Educational Reply

EDITOR:

In the Feb. 6 issue of B•T, an editorial entitled, "A Plan for New Orleans (and the U.S.A.)" attempted to appraise the current status of ETV stations throughout the country. The writer's conclusion was that the FCC should reconsider the allocation of the 86 vhf channels reserved for educational, non-commercial use. His reason for this is that he wishes to have ETV outlets "share" time with commercial stations. . . .

The statement that there is not "enough money or program product to do the job" has been disproved by WQED. In our 20 months on the air, two programs originated and conceived by staff members—*The Children's Corner* and *Parents and Dr. Spock*—have been signed by NBC to do shows on a network basis. A third show—*The Greeks Had a Word for It*—has been appearing on a local commercial outlet. In all three cases, WQED was approached by the commercial outfit involved with an offer for the show. . . .

The Adult School of the Air, planned to enable adults to earn their high school diploma, has met with great success. In the school year, 1954-1955, a total of 786 students enrolled in the course. The results of the first semester revealed that 71% passed the final examinations and were qualified to receive a high school diploma. Eleven of the graduates were from the Western Pennsylvania Penitentiary and the Allegheny County Workhouse, men who otherwise would never have had the opportunity to graduate from high school. . . .

The suggestion that ETV outlets share time with a commercial station would defeat the goals and purposes of each operation. What time is the commercial station going to offer the educational station? The answer is an obvious one—time that can't be sold to a sponsor. What possible benefits could be derived if the *Adult School of the Air* were offered at midnight?"

The situation in New Orleans at the present time has aroused your writer greatly. He stresses the fact that New Orleans has virtually no competition since only ch. 6 is on the air. Ch. 8, reserved for educational use, is being constructed. The writer, feeling that ETV has little value, urges that ch. 8 be re-allocated and he urges FCC action on this point. Why not urge action on ch. 4 which currently has three applicants? This makes as much sense, and could certainly be done with greater ease and less red tape. . . .

John F. White, Gen. Mgr.
WQED (TV) Pittsburgh

Too Good to Hire

EDITOR:

There was realism, but also an unfortunate negative approach in the editorial introduction to "They Tell Me I'm Too Good to Hire" [B•T, Nov. 28] and in the article itself. The spotlight was on pity.

I speak carefully, as a professional placement counselor, and as a broadcasting executive with experience in personnel recruiting. . . .

Unfortunate is too mild a word to use when an experienced executive enters "operation job hunt" unprepared. And sessions during which several people in such circumstances feel sorry for themselves are of little value.

In brief, job hunting can be approached objectively as a merchandising and marketing problem. Attempts should be made to determine the attitudes of future employers. The candidate himself must evaluate and re-evaluate his own skills and selling points. . . .

More on the positive side of this problem: A job hunting campaign is only as effective as your weakest attitude, and attitudes can be strengthened only by thorough research regarding your own skills, and your potential market.

Paul Baron, Placement Mgr.
Palmer-De Meyer Inc., New York

Radio—Basic Service

EDITOR:

We would like to have 100 copies of the reprint of "Radio and the Fight for Time" (Jan. 16) and "Broadcast Evolution: From Radio to Radio" (Jan. 23). . . . They are both fine articles and you are to be commended for carrying them, as they display some of the most objective thinking on radio and tv we have seen.

As impossible as it may seem to many timebuyers, particularly those east of the Mississippi,

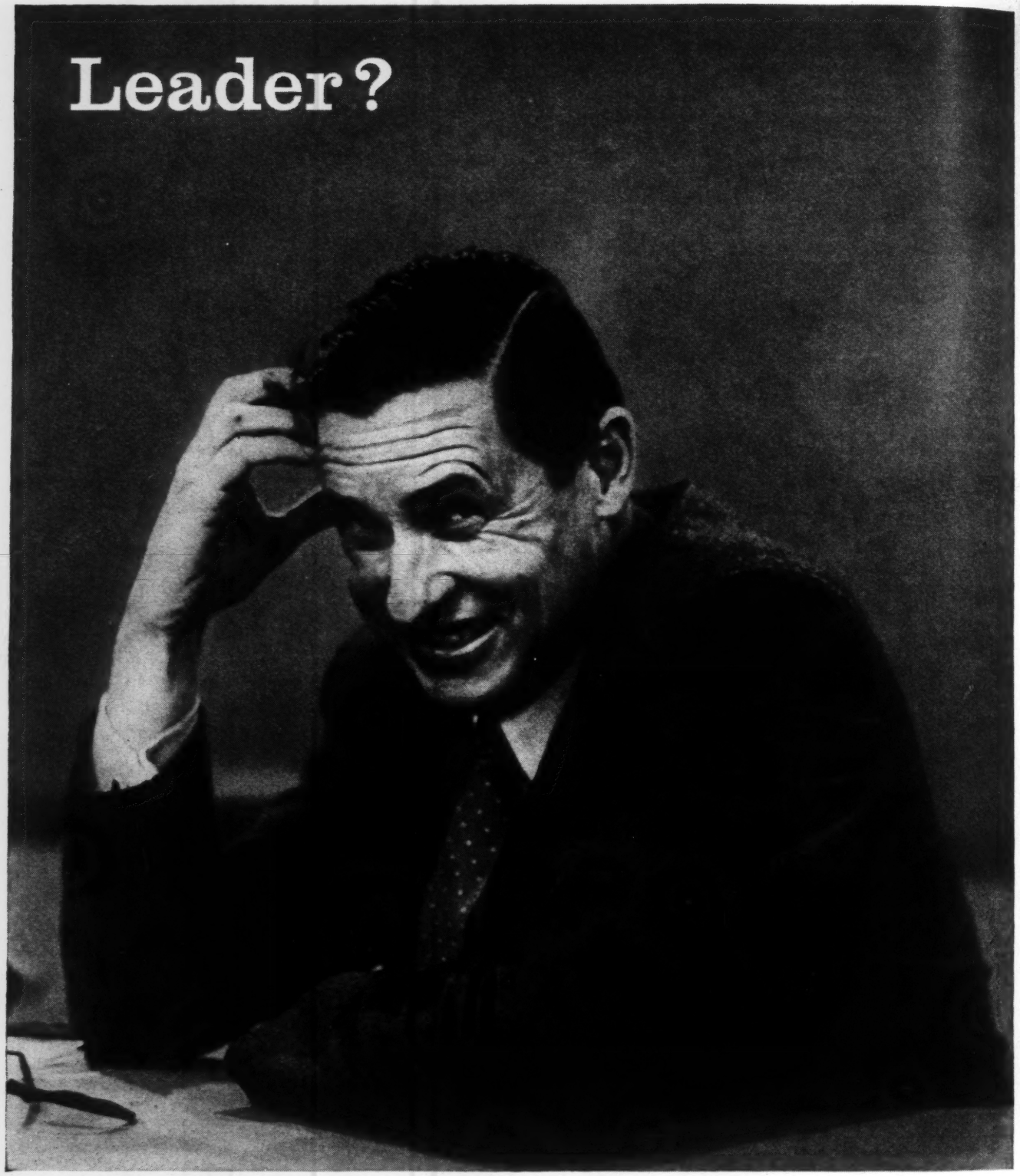
Deep Concern...

is written on Jamilah's face as she examines her smallpox vaccination. The little scratch stings. But in a short time it will heal and she will be safe from the dread disease.

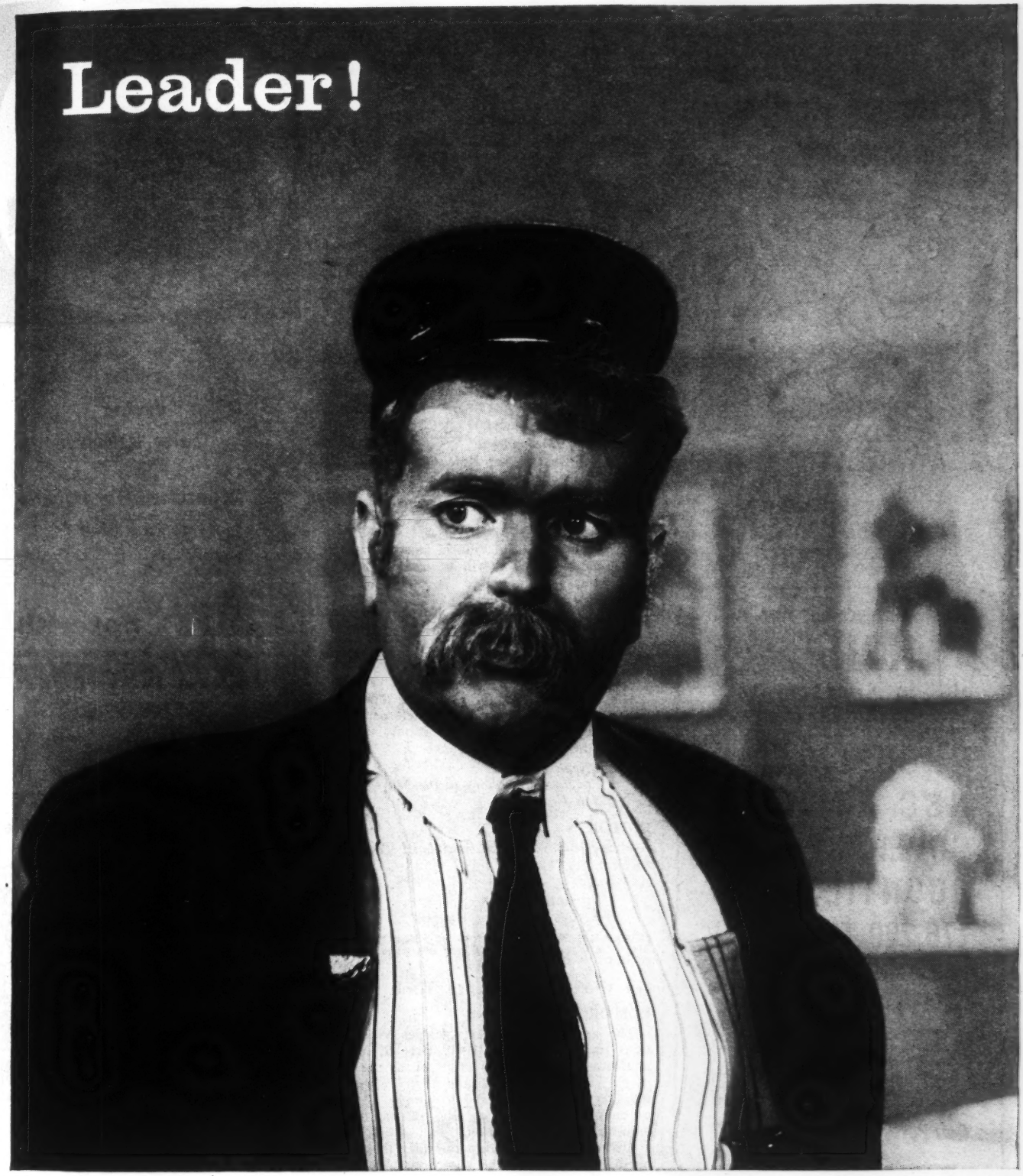
Jamilah is the tiny daughter of an Arabian American Oil Company employee. With thousands of other people in Saudi Arabia, grown-ups and children alike, she is benefiting from the continuous better health efforts of Aramco's Medical Department.

ARABIAN AMERICAN OIL COMPANY

Dhahran, Saudi Arabia • New York, N. Y., U. S. A.



One week ago today, between 7 and 8 am, one of America's most genuine and appealing personalities began his new program on CBS Television... **"Good Morning!" with Will Rogers, Jr.** We are certain it will soon become the most popular entertainment in its time period.



The last time we were rash enough to venture such a bold prediction was when **Captain Kangaroo** made its bow on CBS Television. Nielsen's latest report rates it 45% higher than its competition. A gratifying report for us, and a profitable one for its growing list of sponsors.

CBS Television

"Here's Something to Remember About Sacramento!"
The Senator

When you buy time on
KCRA-TV
in Sacramento, California, you get

UNDUPLICATED NBC NETWORK COVERAGE IN 10 COUNTIES AND 176,260 TV HOMES
in the Sacramento television market.

This means no other NBC network programming reaches the tremendous buying power of these 10 California counties except KVRA-TV, Channel 3!

Call Petry and buy KCRA-TV!

KCRA·TV
Channel 3
SACRAMENTO, CALIFORNIA
100,000 Watts Maximum Power
BASIC NBC AFFILIATE
represented by Edward Petry & Co.

there are many rural areas of the country where radio is still the basic service, and I rather suspect it will be for many years.

Bob Thomas, Manager
WJAG Norfolk, Neb.

[EDITOR's NOTE: Reprints of the articles are available at $15 per 100, plus shipping costs.]

Broadway to Video

EDITOR:

I understand that "Teahouse of the August Moon" is closing sometime in March. When a show of this type has more or less run out on its Broadway popularity, why wouldn't that present an excellent opportunity for one of the tv chains to buy the show and televise it nationally—as they did "Peter Pan."

It occurred to me that this policy might be followed more and more by some of the networks on shows that have had long runs. Imagine what it would have meant to have seen "Oklahoma," "Carousel" or "South Pacific" on a two-hour spectacular!

John E. Shepherd
V.P. in Chg. of Research
Fletcher D. Richards Inc., New York

The California Story

EDITOR:

The report on California is most exhaustive and I am sure that it will be most helpful to those who are interested in our expanding market.

Goodwin J. Knight
Governor
Sacramento

EDITOR:

His Honor the Mayor wishes to thank you for your extremely interesting article pertaining to economic market analysis of our state, including the city of San Francisco.

Joseph J. Allen
Executive Secretary to the Mayor
San Francisco

EDITOR:

Please ship 100 more reprints of "The California Story."

Jack Kenaston
Promotion Mgr.
KRCA (TV) Los Angeles

[EDITOR'S NOTE: Reprints of "The California Story" are available at $15 per 100, plus shipping costs.]

All the Facts All the Time

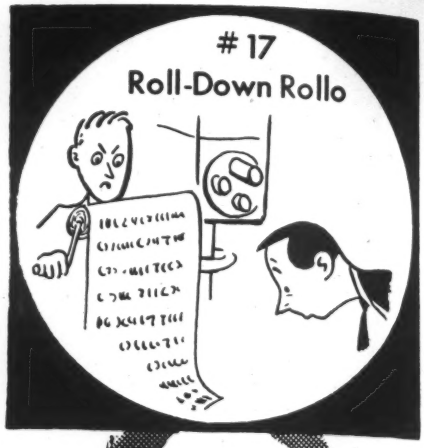
EDITOR:

The article "What Do Agencies Want Stations to Tell Them?" [B•T, Feb. 6] is very interesting as a report, but it misses the main point, viz, that stations and their representatives have to be prepared to supply all types of data to agencies regardless of the relative value of such information.

Can we eliminate from our files the figures on industrial payrolls because only 14% of the agencies polled are interested in them? Of course not; as sure as shooting some buyer will ask for that information two hours after we throw it out!

No—there is only one successful way to meet agency needs and that is to have the complete picture of station and market at our fingertips at all times. . . . Would you like to know what make of grand piano WNOW York, Pa., has in Studio A? Of course *you* wouldn't. But, if somebody does, we can tell them.

Robert S. Keller, Pres.
Robert S. Keller Inc.
New York



Passe
cueing
Quite a chore,

Where's the next one,
On the floor?

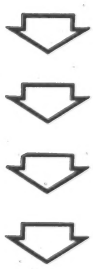
BUT - not with
TELEPROMPTER
SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

WTOP-TV
Channel 9
Washington, D. C.

WMBR
Channel 4
Jacksonville, Fla.

TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO



TO CONSCIENTIOUS STEWARDS OF A CLIENT'S BUDGET

A reminder of something you already know. The mounting costs of television time place upon you an increasingly greater responsibility. Not only does your program have to be good, and your selection of time for the program be carefully made—but, in any given market, you have got to have it on the right station. If maximum return from a client's TV investment is to be obtained, *coverage* is the absolute requisite. In television today, the "bargain basement" is the most expensive place to trade.

The great AREA station of the Southeast / **wsb-tv**
Atlanta, Georgia

Affiliated with The Atlanta Journal and Constitution.
NBC affiliate. Represented by Petry.

. . . so I said to the boss . . .

"Why spend more good money on surveys; they always come out the same — KMA always tops the field! !"

— ✦ —

. . . so the boss said to me . . .

"Just to prove a point, son! Those timebuyers want positive proof!"

— ✦ —

. . . so PULSE, Inc. took another survey in 23 counties in Western Iowa, Southeast Nebraska, Northwest Missouri.

— ✦ —

so PULSE PROVES IT AGAIN (only more so).

KMA leads in 69 of the 72 ¼-hour segments

— — —

KMA reaches nearly twice as many listeners as the second station from 7 a.m. to 6 p.m.

— — —

KMA employs 55 skilled radio "pros" who program to the needs of their audience.

— — —

KMA is preferred by 39.3% of listeners in 23 counties for NEWS & WEATHER.

— — —

KMA is tuned in by 46.7% of audience for FARM PROGRAMS.

— — —

KMA is favorite spot for 17.0% for RECORDED MUSIC, 2nd station, 9.7%.

— — —

See your Petry salesman for more reasons why your dollar has more cents on

KMA RADIO
960 Kc's
5000 WATTS
SHENANDOAH, IOWA

our respects

to ROBERT FRANCIS HYLAND JR.

"HE's constantly brimming with ideas and information."

Thus a colleague sums up what many believe to be the key to the successful career in radio of Robert Francis Hyland Jr., who in four short years at KMOX St. Louis, Mo., has risen from account executive to general manager.

Mr. Hyland himself admits to an "insatiable" thirst for knowledge concerning the medium.

"It's too easy in this business to get opaquely absorbed in your own little office and completely lose touch with the people you are trying to serve," the 35-year-old native of St. Louis will tell you. Information, he feels, is the "lifeblood of radio," and he uses every available medium as a "pulse" check on the ever changing public.

"To anticipate and know the desires of the radio masses is a 'must' if a station is to grow and prosper," he asserts.

Freshly armed with his sheepskin and a multitude of ideas and theories, Bob Hyland set about to conquer the radio world after being graduated from St. Louis U. He began his career in 1941 at WTAD Quincy, Ill., where "everything from the announcing end to the sweeping end" proved to be his lot.

Radio, along with everything else, had to wait while Mr. Hyland served three years in Uncle Sam's Navy as an ensign. Wasting little time after his honorable discharge with the rank of lieutenant junior grade, he returned to radio as an account executive at KXOK St. Louis in 1946 and soon was named assistant sales manager.

In 1950, he moved to CBS-owned and operated WBBM Chicago as an account executive. He was sent in 1951 by CBS to KMOX St. Louis as national sales manager. In November of last year he was appointed the station's general manager.

A quick glance at some of Bob Hyland's more notable achievements during the past several years graphically illustrates his natural flair for showmanship, innate creative ability, and his persuasive selling prowess.

Just two years ago Mr. Hyland conceived the idea of *Teen O'Clock Time*, a high school talent program, as part of a full afternoon's entertainment for teenagers at the Chase Club of St. Louis' Chase Hotel. He sold it to a St. Louis retailer, marking the first time a major retailer in that city had used a regular radio program. *Teen O'Clock Time* won national recognition through a special award from the Radio Advertising Bureau.

During 1955, Bob Hyland worked out an elaborate system of programming allowing KMOX to carry the baseball broadcasts of the St. Louis Cardinals while retaining the full CBS Network program lineup. One of the motivating forces behind the baseball idea was that this type of programming had been proved St. Louis' strongest summer attraction.

He directs programming with the self-assurance of a gambler holding four aces. Backed by research data, a thorough knowledge of trends, and touch of "old-fashioned sagacity," Mr. Hyland keeps KMOX listeners and advertisers equally enthusiastic with custom-tailored innovations. He is a strong believer in the "immediacy" concept to suit modern-day "individual" listening needs instead of scheduling programs of broad family appeal.

Perhaps the largest task undertaken by the hard-working Mr. Hyland in recent years was on a new variety show called *Matinee*. With television hanging over his head, and in the face of popular disc jockey programs, he lined up a glittering array of "live" talent (a 20-piece orchestra, two m.c.'s and five singers). With advertisers joining the *Matinee* lists rapidly, and dialers pouring in unprecedented amounts of mail, it's apparent that "Rapid Robert" has struck pay dirt once more. ("Rapid Robert" is so-called because of his fast stride—he is often seen gliding swiftly through the streets of St. Louis with a corps of huffing and puffing account executives left in his wake.)

In addition to an outstanding business record, the KMOX general manager has a remarkable list of civic achievements. Recently he was named "Outstanding St. Louis Young Man of the Year" by the Junior Chamber of Commerce of that city and was named to represent radio on the board of directors of the St. Louis Better Business Bureau.

It was in the baseball-crazy town of St. Louis that Bob Hyland learned his fast-paced, free-wheeling tactics. What better teacher could young Hyland have had than the famous Cardinal Gas House Gang with its Deans, Durocher, and Pepper Martin? His association with baseball was not a strange one, for his father, the late eminent surgeon Dr. Robert Hyland, long had performed career-saving operations on baseball luminaries.

The junior Hyland carried his love for sports over into college. and at St. Louis U. was captain of the baseball team, a member of the tennis, swimming, and golf teams, and occupied the role of sports editor of the college newspaper.

Today he keeps in practice with his two sons, Robert III, 13, and Claiborne, 11, at the family home in Tealwood, St. Louis County, with his wife (the former Martha Ann Claiborne) as a most interested spectator.

Private club comfort on United DC-7s nonstop to Los Angeles!

"the Continentals!" Here is absolutely everything anyone could imagine in luxury travel. Highlights include delicious meals served right at your seat, buffet snacks and a choice of cocktails, a club-like lounge. Extra-fast luggage delivery, too. Try the "Continentals" on your next trip to Los Angeles.

Leave 10 a.m.—arrive 3:45 p.m.; or leave 12 noon—arrive 5:45 p.m.

UNITED AIR LINES

KBIG

The Catalina Station

Announces the appointment of

WEED

and Company

as national sales representative

For facts on how you can cover Los Angeles, San Diego and ALL Southern California at the lowest cost per thousand radio listeners call the Weed office nearest you:

NEW YORK
579 Fifth Ave. • PLaza 9-4700

CHICAGO
203 N. Wabash Ave. • RAndolph 6-7730

SAN FRANCISCO
625 Market St. • EXbrook 7-0535

DETROIT
1610 Book Building • WOodward 1-2685

BOSTON
Statler Building • HUbbard 2-5677

ATLANTA
Glenn Building • CYpress 4081

DES MOINES
505 Fifth Ave. • Des Moines 3-3930

THE JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, Calif.
HOllywood 3-3205

HERMINA ANNA LUKACSY

on all accounts

EXUBERANT and effervescent are the only adjectives which adequately describe the media director of M. B. Scott Inc., Hollywood. They also describe her feeling about the impact of radio and television as a sales tool. She knows from experience. Lots of it.

Hermina Anna LuKacsy is a Madison Ave. radio veteran gone "West." Now she buys radio and tv time nationally for such M. B. Scott accounts as The Sleep-Eze Co., Long Beach sleeping tablet manufacturer. Her agency also has been appointed by Frank B. Sawdon Inc., New York and Chicago advertising agency, to handle time purchases and service the Robert Hall clothes account in the Southwest.

She buys regional radio and tv for Los Angeles Nut House Inc. (Tom Sawyer brand potato chips, peanut butter, nuts, candies), Moss Stores (women's wear chain), Los Angeles Livestock Co., Aqua-Filter Corp. (cigarette filters) and Kevo & W.H.Y. Products Corp. (Kevoettes reducing candy). And Miss LuKacsy spends a great many local radio-tv dollars for major Los Angeles auto dealers.

Miss LuKacsy learned how radio sells when radio first began to flex its big network muscles. She was in New York with Ruthrauff & Ryan's media department in 1935. In 1938 she was at Erwin, Wasey & Co., buying time on such accounts as Lydia Pinkham, Carnation Co., Barbasol and Kreml and two years later she was with Lord & Thomas (now Foote, Cone & Belding) assisting John Hymes. When Mr. Hymes left for the Office of War Information, she became chief timebuyer.

In 1945, Miss LuKacsy was named chief timebuyer for Biow Co., New York, handling such clients as Philip Morris, Bulova Watch Co. and Dromedary Food Products. By 1947 she was "ready for a long vacation from all the excitement of this business," so she went to the West Coast and investigated the manufacturing field. "But after two years," she recalls, "I couldn't wait to get back in the frying pan. Next to advertising, everything else was so dull."

For a year she did freelance television merchandising and in 1950 Miss LuKacsy became assistant commercial manager of KLAC-TV Los Angeles (now KCOP).

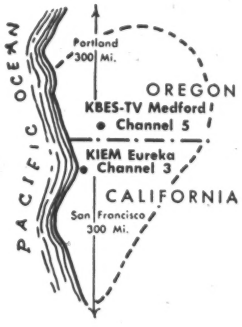
She had advanced to commercial manager of the tv outlet before switching to George Irwin Agency in 1953 as media director. The next year she was assistant to Dallas Williams when he established his Los Angeles agency. She joined M. B. Scott Inc., last August.

THE CALIF.-ORE. TV TWINS

(pregnant again)

. . . bridge the gap between San Francisco and Portland with EXCLUSIVE VHF coverage on channels 3 & 5.

(FULL POWER IN 1956)



the *Smullin* TV Stations

KIEM CHANNEL 3 Eureka, Calif.

KBES CHANNEL 5 Medford, Ore.

(Affiliated with KIEM-AM, 5000 Watts, 1480 KC., KRED-FM, Eureka, Calif., and KUIN, KGPO-FM, Grants Pass, Oregon)

two markets one billing

MARKET FACTS

POPULATION	321,766
FAMILIES	106,535
TV FAMILIES	57,240
RETAIL SALES	$420,528,000
CONSUMER SPENDABLE INCOME	$467,743,000

CBS

for CALIF.-ORE. TV TWINS call DON TELFORD
Mgr. (TWX Eureka 16) Phone: Hillside 3-3123

or ask HOAG-BLAIR national representatives

NEW YORK • CHICAGO • DETROIT • JACKSONVILLE • ST. LOUIS • SAN FRANCISCO • LOS ANGELES • DALLAS • BOSTON • SEATTLE

Ship of States

That little Clipper ship on top of the JEPCO weathervane has certainly won a lot of friends. In fact, 48 states full of friends. Wherever you go in the broadcasting business, from the long established powerful independents to the equally powerful community stations, the JEPCO Clipper is as familiar as a sea gull off Fisherman's Wharf in San Francisco.

In this anniversary year—our 17th—the Pearson Company will continue to practice the common sense type of logic. JEPCO dispenses with the fancy fanfare, pompous gladhanding and superfluous lollygagging. JEPCO people mean business and simply haven't the time to be anything other than their plain honest-to-goodness salty selves.

The continuous record of cargoes delivered for the past 17 years speaks for itself.

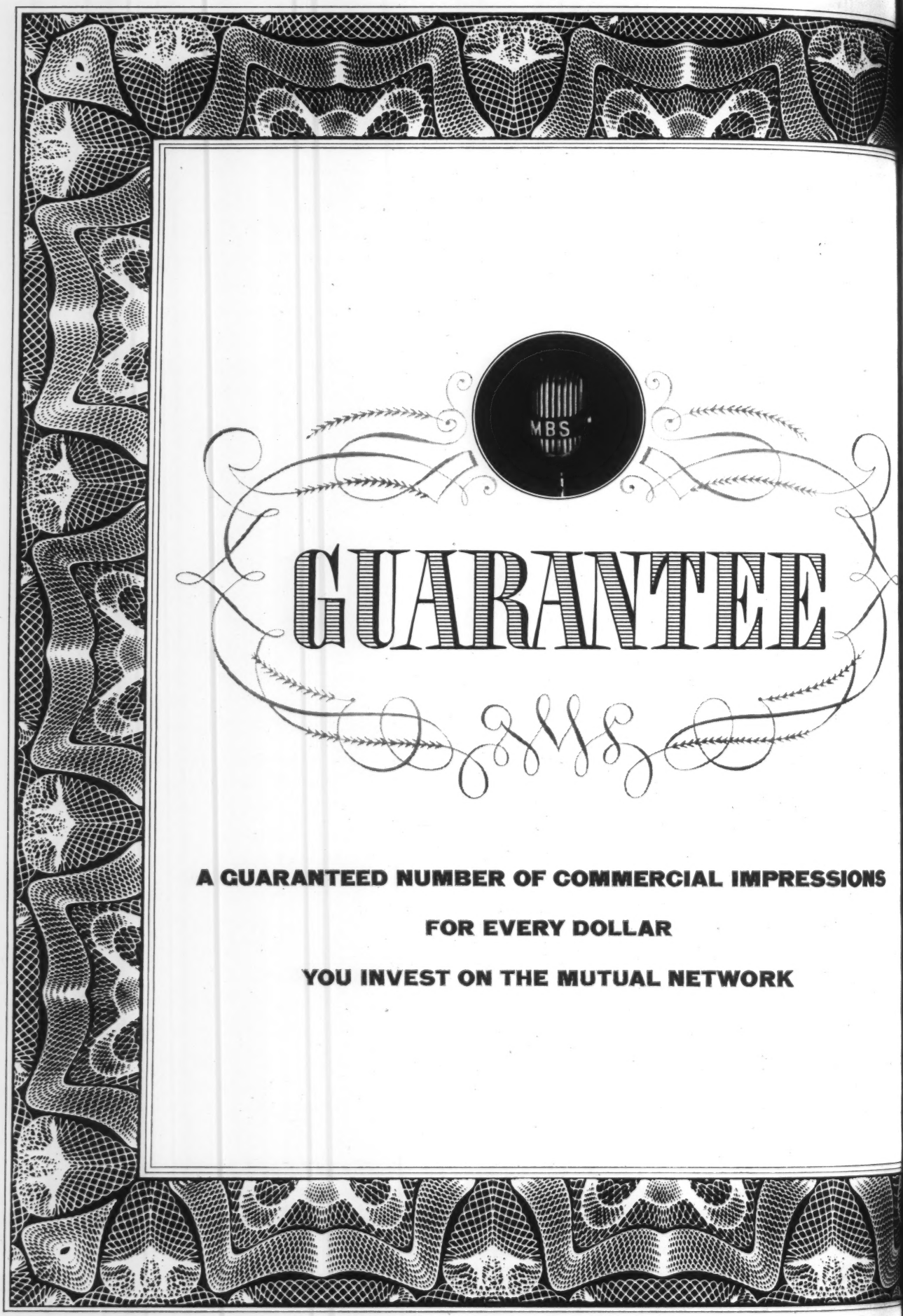
There's no doubt about it, from Maine around the Horn to California, the John E. Pearson Company is the SHIP OF STATES.

. . . JEPCO knows how the wind blows

John E. Pearson Company

radio and television station representatives

New York • Chicago • Minneapolis • Dallas Atlanta • Los Angeles • San Francisco



A GUARANTEED NUMBER OF COMMERCIAL IMPRESSIONS

FOR EVERY DOLLAR

YOU INVEST ON THE MUTUAL NETWORK

For over two decades, Mutual has built a tradition of fine entertainment for its audiences—delivered with utmost efficiency for its advertisers.

A mature and experienced advertising medium, Mutual has reached a time-tested conclusion of fundamental importance. Namely, *the speculation taken for granted in some media placement is avoidable in network radio.*

With full confidence in the strength of its facilities, and faith in the future of network radio, Mutual welcomes the opportunity to underwrite your advertising investment. Replacing supposition with certainty, you need no longer depend on *estimated* ratings or *anticipated* readership of your product advertising.

Now, for the first time in the history of major media, you can advertise your products to an audience whose size is predetermined—and whose cost-per-thousand commercial impressions is *guaranteed.*

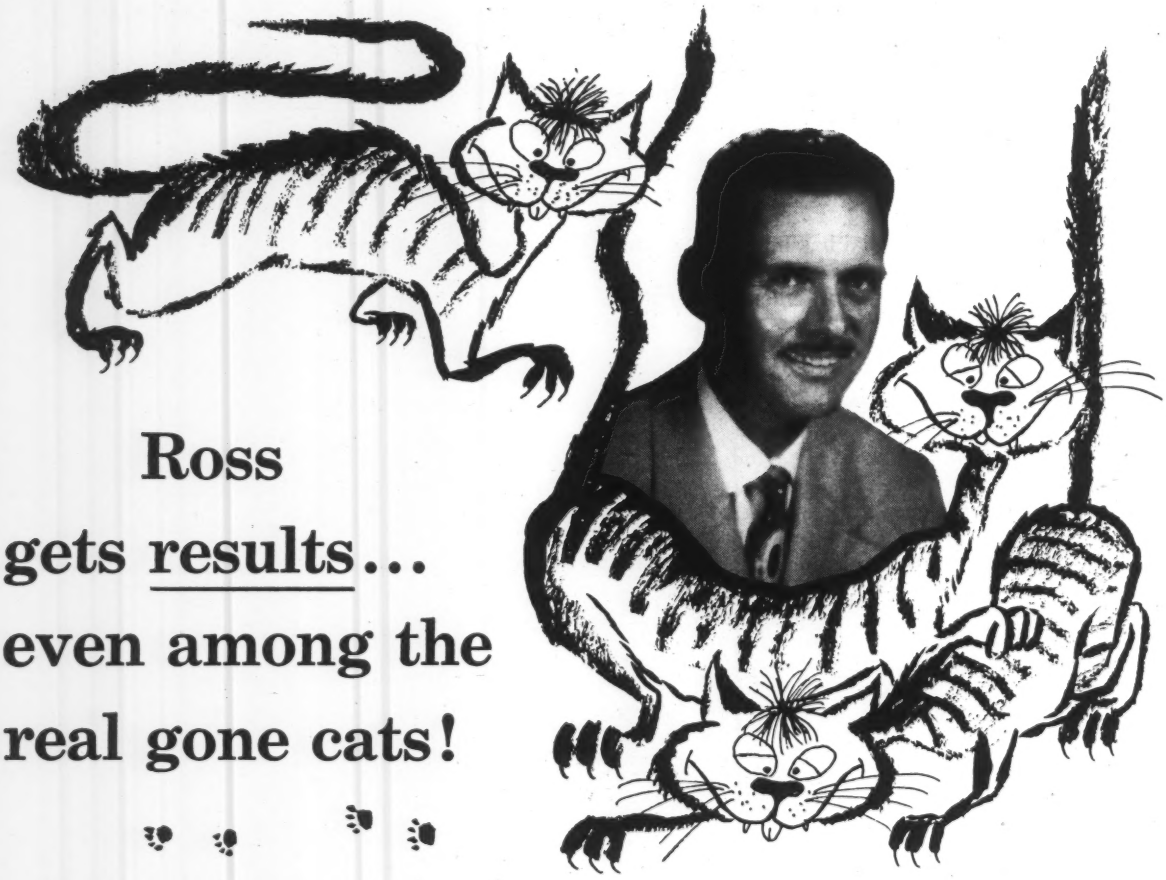
For the advertiser, this plan delivers network radio's low cost mass appeal and high-frequency impact, supported by a specific minimum *guarantee.* For the agency, it furnishes a more businesslike basis for recommendations.

The specifics are even more attractive. In all fairness to your product, or your client's product, call, write or wire the Mutual Sales Department at once.

MUTUAL BROADCASTING SYSTEM

WORLD'S LARGEST NETWORK

1440 Broadway	*21 Brookline Avenue*	*Tribune Tower*	*1313 North Vine Street*
New York 18, N. Y.	*Boston 15, Mass.*	*Chicago 11, Ill.*	*Hollywood 28, Calif.*
LOngacre 4-8000	*COmmonwealth 6-0800*	*WHitehall 4-5060*	*HOllywood 2-2133*



Ross gets results... even among the real gone cats!

Our morning boy, Al Ross, is beaming like a Cheshire these days, and with good reason.

Recently a time salesman for a competing station (our *top* competitor) lost his cat. Children were distressed, naturally. So he called his station's morning man, to ask him to mention kitty on his show. At the same time, for reasons well known to time salesmen, he called Al Ross for similar help.

Help he got. *All* the telephone calls about kitty came to our boy, Al Ross ... none at all to kitty's owner's station's morning man.

Kitty came home.

You got any problems in sales? Al Ross is your boy. Even the cats listen to Ross's "Your Timekeeper" show on WRC (Mondays–Fridays, 6:15 to 9:30 a.m.; Saturdays, 6:15 to 8:00 a.m. Ross gets *results*, even among the real *gone* cats.

For Sales in the morning, ask **WRC** RADIO

NBC *in Washington*

A SERVICE OF RCA *represented by* NBC SPOT SALES

BROADCASTING TELECASTING

February 27, 1956 Vol. 50, No. 9

ARE THE AD PROTESTS FROM THE PUBLIC OR POLITICIANS?

Records indicate it's only a vociferous minority, but key government figures convey these admonitions on overcommercialization:

- **McConnaughey warns state groups to clean house**
- **Lee tells N. Y. executives of Capitol storm warnings**
- **Magnuson may question monitoring of commercials**
- **Monroney and Heselton charge advertising abuses**

THREE TIMES in recent weeks government leaders have sounded off on alleged radio station overcommercialization.

Coming after renewed FCC activity regarding "program imbalance" [B•T, Dec. 5, 1955], outspoken dissents in two relatively recent station license renewals and a bill in Congress to empower the FCC to require program-commercial time ratios (HR 5741), the drive against excessive commercialization seems to be coming to a head.

How did this concern with the advertising content and length of radio commercials (for the accusing fingers have most often pointed at the aural medium) come about?

Is there a ground swell of public protest against commercialism? If there is it isn't apparent in the FCC's own official figures. In fact, quite the contrary; the number of complaints against commercial abuses has not increased materially in recent months.

To find out what has motivated government viewers-with-alarm, B•T went to the sources. This is what it found:

Item: FCC Chairman George C. McConnaughey warned state broadcast association presidents in Washington last week to clean up their houses or face the threat of government regulation.

"The Commission is very sensitive to inept advertising," the FCC chairman later told B•T. "We hear a good deal about it. People keep needling commissioners. The subject is brought up time and time again. People say, 'Why don't you do something about this?' It's an old story, a couple of bad eggs spoil the whole carton."

Item: Comr. Robert E. Lee advised radio-tv salesmen and agency timebuyers at the Radio-Tv Executives Society meeting in New York last week to raise the standards of broadcast advertising or face federal regulation.

"We've been hearing more and more about this from Capitol Hill," Mr. Lee told B•T. "For instance, just this week I received a letter from a congressman from a small town out West. He related a sad tale sent him by a local hardware merchant. This merchant was complaining about a crew of storm window salesmen who plastered the city with advertising—especially on the air. You know, they talk it up big, and then they don't produce. They saturate the market, then move on. And the local hardwareman is left holding the bag."

Item: Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee inveighed against what he called "false and fraudulent" advertising on the radio three weeks ago during the committee's hearing on television matters [B•T, Feb. 6].

"I was home sick some weeks ago," the Washington Democrat told B•T, "listening to the radio. Some of those offers . . . everything for free. You know people can't . . . It's like pulling teeth to get them to take something back once you've ordered it. A lot of people are sadly disillusioned when they take up those offers. We've got to slow up this sort of thing."

Others who have spoken up on the alleged overcommercialization had much the same answers. Letters from hometown friends. People at cocktail parties. Listening while driving to work. Listening while driving across the state (Sen. A. S. Mike Monroney [D-Okla.] claimed that all he got was "three minutes of program for every 15 minutes of commercials").

One point is made by all who discuss this matter. It's the minority who cause the complaints; by and large radio and tv stations are free from such taints.

And there is another point that is made by those who have spoken out on this matter. It is that the FCC should not have, does not desire, the task of policing stations. Nor should the federal government legislate along these lines. It is the broadcasters themselves who must clean up their own house.

The subject won't down. In fact, Sen. Magnuson told B•T that he would bring up the question of monitoring commercials when the Federal Trade Commission comes up before his Senate Appropriations subcommittee on its 1957 budget. Sen. Magnuson had written the FTC regarding this complaint, and had been told what the federal agency does [B•T, Dec. 20].

This interest in so-called overcommercialization started a long time ago. In fact, without stretching things too thin, it can be fairly stated that it started back in 1946—when the FCC issued its controversial bombshell, the Blue Book (*Public Service Responsibility of Broadcast Licensees*).

More recently it cropped up in two radio station license renewals—one in April last year, when Comrs. Lee, John C. Doerfer and Frieda B. Hennock dissented to the renewal, and another last September, when Comr. Doerfer dissented.

The FCC is far from unanimous on the "overcommercialism" or "imbalance" approach. Older members, who have been through the Blue Book era, are not disposed to go along with the complainers, apparently recognizing that consideration of program content treads dangerously close to censorship. The statute specifically excludes program censorship by the FCC, but permits it to take an overall look at station performance under the "public interest" clause in considering renewals.

Comr. Lee, speaking for the three dissenters in the first case, had this to say:

"The excessive number of commercial spots presently used by this station causes me concern. In addition, inquiry should be made into the station's practice of 'bait and switch advertising.' Advertisers such as vacuum cleaning establishments are permitted to offer a vacuum for 'the ridiculously low price of $14.95' or thereabouts, with a complete set of attachments, and a set of aluminum ware or steak knives thrown in for free if the prospective purchaser is one of the first 20 to call. The purchaser is

VOICES RAISED AGAINST AD 'ABUSES'

McConnaughey Lee Magnuson Monroney Doerfer Heselton

THESE are the government officials who have been sounding the tocsin. The enemy?—what they call overcommercialization, excessive commercials, false and fraudulent advertising in radio broadcasting. What do they warn?—if broadcasters don't get the alleged offside stations in line, government may do it for them. However, the big contradiction to all the hue and cry is the relatively small number of complaints that have been officially lodged with the FCC.

lucky if he even sees the advertised vacuum cleaner, and if he does, he is made aware of its junky features and persuaded that the $125 vacuum cleaner (with a $30 down payment) is the one he should buy . . .

"Are radio stations setting themselves apart in neglecting to check more carefully into these types of commercial ads? In the event of such derelictions, I believe it is the Commission's duty not only to take cognizance of the situation but to insist upon the elimination of such practices as a condition to renewal, on certain cases to refuse to renew the license. . . ."

Comr. Doerfer took a different approach—but it was down the same alley. In discussing his opposition to the second renewal, he charged that the station had failed to include any religious, educational or discussion programs. He added:

"In this case, the program format indicates the sole desire to use the station for the purpose of making every possible dollar that time on the air will permit."

Stations cited for so-called "program imbalance" have uniformly resisted the FCC's contentions. In most instances they have pointed out that the FCC's definitions of what constitutes "public service" or religious or educational programming are arbitrary and too narrow. Moreover, they have argued that, with so many stations in major markets, the trend is toward specialization, and that the public can get any kind of programming it prefers from one or more outlets.

Rep. John W. Heselton (R-Mass.) was even more stringent in a speech on the floor of the House last month [B•T, Jan. 23]. After chiding the FCC for failing to support his bill (the FCC has maintained that it is precluded from exercising any control over broadcast content, except to weigh overall program balance and public interest at renewal time), the Massachusetts Republican cited:

". . . countless examples of incessant and monotonous abuse of the listening and viewing public which is basically a combination of flagrant bad taste and arrogant indifference." Those responsible, he added, seem to be "completely unconcerned about the fact that they use the air waves only by sufferance."

That program imbalance has caught the eye of the FCC has been evident in recent months. At the moment 21 radio stations have not had their licenses renewed pending further consideration of their program structure. They are:

Iowa—KWBG Boone, KPIG Cedar Rapids, KSWI Council Bluffs and KCBC Des Moines; Illinois—WIND, WGES, WEDC, WCFL and WBBM, all Chicago, and WHFC Cicero, WMOK Metropolis, WPEO Peoria and WKRS Waukegan; Wisconsin—WATK Antigo, WAPL Appleton, WBEV Beaver Dam, WGEZ Beloit, WEAU Eau Claire, WEMP Milwaukee, WOKW Sturgeon Bay and WHVF Wausau.

At issue in these cases is the alleged lack, or relatively minute quantity, of educational, agricultural or religious programs.

The observing will note that all of these are midwestern outlets. That is just happenstance. The Commission calls up stations by regions at renewal time.

What about this so-called groundswell? Is it really an outpouring from the public? The FCC's own figures do not bear this out.

In the month of October 1955, the FCC received 11 complaints about radio advertising (there are always a number protesting the advertising of alcoholic beverages; these have ranged from six to 85 per month in the October-January period).

In November 1955, there were 14 advertising complaints. In December 1955 there were 21 such complaints. And in January there were 18.

What are these complaints about? Here are the categories: Excessive, failing to receive merchandise or refunds on money-back guarantees, false and misleading and offensive.

So far there is no crusade to force the FCC to take over jurisdiction on commercials (except by Rep. Heselton). So far the cries against the pitchman, the bait-and-switch commercial, the repetitious spot, the frenetic sell have been more in the nature of warnings—of pleadings to broadcasters to sweep out their own stables.

Whether it will go further is a big question mark. The groundswell—from government officials and legislators—has been started.

CROSS-EXAMINATION

FCC's contention that it has no power over excessive or fraudulent advertising on the air except through revocation, has not satisfied Sen. Magnuson. Last week he handed FCC Chairman McConnaughey some citations—asking that the Commission answers be submitted as soon as possible. These were the questions:

"Q. Don't you, in fact, have the power to order him [the broadcaster] to cease and desist from objectionable practices under 312(b) of the Act?

"Q. Don't you have responsibility for referring to United States Attorneys information as to possible violations of 18 U. S. Code 1343 (fraud by wire, radio or television)?

"Q. Do you have any staff personnel charged with checking advertising and alerting you of cases requiring action in line with the statutory powers and responsibilities?"

Sen. Magnuson also asked that the FCC submit a written statement on its policies regarding advertising based on questions asked at the hearing earlier this month. Mr. McConnaughey said that a reply would be supplied.

LEE'S 7-POINT PLAN FOR AD STANDARDS

A SEVEN-POINT program to raise the standards of radio and tv advertising was submitted to members of the Radio & Television Executives Society in New York last week by FCC Comr. Robert E. Lee (also see story page 84).

Warning that continued excesses will bring the wrath of Congress down on broadcasters—resulting in regulation—the FCC Commissioner urged that salesmen and timebuyers observe limits in their commercial messages and use of the broadcast medium.

"What I am suggesting," Mr. Lee said, "is that the number of viewers ought not to be the sole consideration. Real thought should be given to impact. . . . If you are selling Bibles why program to 10,000 atheists if you have a choice of 1,000 churchgoers?"

Mr. Lee continued: "Are we perhaps developing a philosophy where we are comfortably relaxed in the thought that a message delivered is a mission accomplished? . . . Is that third spot really making money, or is it driving the commercial-punchy listener to throw the switch?"

Objectionable advertising, Mr. Lee declared, leads to loss of confidence in the medium as well as sales resistance to the product.

These "malefactors" are a small minority, Mr. Lee observed, but they threaten the "proper function of advertising as a useful agent in our economy."

Among the practices which Mr. Lee condemned were (1) advertising merchandise not intended to be sold, (2) belittling advertised merchandise in order to switch customers to other items, (3) limited merchandise available to meet an advertised sale, (4) advertising of "loss leaders," and (5) saturation of a program with an "inordinate" number of spots "inordinately" lengthy.

In discussing the FCC's position with regard to advertising excesses, Mr. Lee said that the Commission has "leaned over backward in putting a liberal interpretation" on the station's operation in the public interest, convenience and necessity. "However, our mail appears to indicate that an aroused public may not be as tolerant," Mr. Lee said.

Here are the steps Mr. Lee suggested should be taken to meet this responsibility:

1. Establish and maintain high standards in your respective professions and encourage others to join you.

2. Refuse to exert pressure that will contribute to the lowering of good standards such as overcommercialization—triple and quadruple spotting—the wrong product at the wrong time, etc.

3. Avoid sanctions against stations which object to the acceptance of undesirable programs for presentation at the wrong time or for any other legitimate reason.

4. Encourage and reward the good operator of a station whenever possible by favoring him over the sharpshooter who will accept any type of questionable business to make a fast buck.

5. Remember that continual vigilance and self-regulation are the prices we pay for the privilege of operating our business with a minimum of government regulation.

6. Work with your copy departments to suggest better ways of handling radio and television commercials. *Suggest* to media and copy heads better ways of reaching the "right" audience at the "right" times, by altering or changing a copy theme, or length of commercials, etc. (Don't just be passive about this; take the initiative.)

7. Think sometimes (and encourage others to do so) of the *quality* of an audience to your commercials, rather than just the *size* of that audience.

McCONNAUGHEY ASKS INDUSTRY WAR ON FALSE ADS

AFTER commending NARTB for its radio and tv codes in a speech before the first State Associations Presidents conference in Washington last week, FCC Chairman George C. McConnaughey said Congress is showing "a live interest" in over-commercialism and called on NARTB's conference of state association presidents to join "a vigorous effort to bring about closer conformity in code principles and industry practices." He said it would be "a grave misfortune if this is not accomplished without the participation of the Federal Government."

Chairman McConnaughey said the FCC "shares the concern of Congress" in advertising trends, explaining that broadcasters can't escape responsibility on the ground that sponsors and agencies determine advertising content. He urged an immediate effort to bring these "unconscionable advertisers" in line with code provisions.

Noting a trend toward more and more short spot announcements, he said there is danger that listeners and viewers will be "engulfed—victimized instead of served." He voiced the hope that broadcasters individually and cooperatively will "rectify imbalances." He said FCC is on record against legislation imposing controls on programming on the ground it would border on censorship.

BBDO TABS TV AS NO. 1 REVENUE SOURCE

Closed circuit used last week to unite agency branches in 10 cities for company convention. Overall 1955 billings reported at over $162 million; $170 million expected in '56.

BBDO last Friday held part of its annual intra-agency convention by television, an appropriate medium. During the closed-circuit broadcast the agency announced that television was its biggest source of revenue.

The special one-hour broadcast, arranged by Sheraton Closed Circuit Tv, originated in New York at the end of a day-long meeting of principal BBDO executives. In the 4-5 p.m. closed-circuit, the agency's leaders made short addresses to BBDO employes gathered in 10 cities. It was the first use of this technique for an agency convention.

Coincidental with the convention, BBDO released a breakdown of its 1955 billings, which totaled $162,475,000, some $14 million more than in 1954. Here's the breakdown:

Television and radio	**38.11%**
General magazines	**23.44**
Newspapers	**18.46**
Trade and farm papers	**7.18**
Mechanical production	**7.95**
Outdoor and car cards	**4.14**
Fees and miscellaneous	**.72**
Total	**100.00%**

During his appearance on the closed-circuit broadcast, Fred B. Manchee, executive vice president in charge of operations and treasurer, said that television in 1955 "continued to account for the largest share of clients' billing, and received the largest dollar volume of any medium in our history." He did not say, however, what the television billing was. Only the joint radio-tv billing of $61.9 million (38.11% of the total $162 million billing) was reported.

In its annual survey of radio and television billings of leading advertising agencies Dec. 12, 1955, B•T estimated that BBDO's total business in radio and television was $60 million, of which $10.5 million was in radio and $49.5 million in tv.

Reporting on 1955 progress, Mr. Manchee said that the agency's profits in 1955 were 7% bigger than those of 1954. He said that BBDO stockholders, all employes, now number 258. The largest stockholder is Bernard C. Duffy, president, who holds 5%.

A prediction that BBDO's billings will exceed $170 million in 1956 was made by Alex F. Osborn, vice chairman of the board. To finance that volume of business, Mr. Osborn said, BBDO has $6.5 million working capital.

"Not a cent of these millions was ever borrowed," Mr. Osborn said. "Not a cent has come from any outsider."

Others who appeared on the closed-circuit broadcast, in order of appearance, were J. Davis Danforth, executive vice president in charge of account service; Edward A. Cashin, executive vice president in charge of client relations; Charles H. Brower, executive vice president in charge of creative services; Robert Foreman, vice president in charge of radio-tv *(this page);* Alan M. Ward, vice president and copy chief; Mrs. Jean Wade Rindlaub, vice president and director; Bruce Barton, chairman of the board, and Mr. Duffy. Dave Garroway, m.c. of NBC-TV's *Today*, introduced the speakers.

SALESMANSHIP, SHOWMANSHIP, STATESMANSHIP

TELEVISION must now be evaluated as a mature medium, Robert Foreman, BBDO vice president in charge of radio and tv, said last Friday in a closed-circuit talk to the annual BBDO convention. Here's a condensation of his remarks:

TV AND RADIO—but primarily the former—are here to stay. No longer can any agency man be either so naive or so frightened to become foolish enough to think that some happy day he may awaken and it has all been a bad dream—tv has disappeared.

MR. FOREMAN

To the contrary, if BBDO is to prosper, to hold its place so laboriously achieved and tenuously maintained as one of the top three agencies—tops in the quality of its product, its code of ethics, its standing in the business world and its place in the American community—then BBDO must increasingly reckon with television.

To achieve this there are, I believe, these vital areas to concern ourselves with. And they are, not necessarily in this order:

First: We must be more and more alert to the uses of tv as a sales medium. We must be more and more critical of it. We must be more and more creative and careful and questioning in our approach to the medium's costs, to its commercial impact, to its program-company associations, and to its traceable benefits.

On the other side of that same coin, we must be constantly dissatisfied with its rising costs, its dissipation of sponsor identity, it growing lack of program-product relationships, its careless moral attitudes; all of which is a way of saying we can no longer be deluded by the magic of tv's newness, its capacity for making headlines, its ability to hop up dealer and other trade groups or by the fact that the wives and/or children of the presidents of companies look at it. We must now contend with it analytically as we do other media. Without passion, prejudice or leniency.

Second: We must all realize something that superficially is apart from our business. I say superficially because actually the moral and ethical standards of television affect each of us as citizens in one of the few free countries left in the world. So what *we* do affects not only ourselves but our country and the world today, as well as the generations to come.

We can never agree to prostitute this medium for the fast buck, to degrade it for the high Nielsen, to prevent its hard-made steps forward for the easy status-quo.

To do this would be to jeopardize more than one program or one advertising budget. Far more. We must temper our salesmanship and showmanship with statesmanship.

AT&T HAS THE MONEY BUT CAN'T FIND TIME

For years communications firm has been searching for tv availability to air filmed series now in production. Hopes to secure satisfactory 30 minutes 'most surely by next fall.'

FOR SOME TIME this tv broadcast season, the American Telephone & Telegraph Co. has been finding it hard put to buy anything from some of *its* top *customers*—the tv networks. In fact, AT&T thus far has found the shelves empty.

This peculiar situation can be traced simply to a failure to arrive at a common ground—or more accurately a generally acceptable time period—for the telecast of an experimental, half-hour dramatic film series that AT&T has planned to place on network tv for some years.

The AT&T search has been going on in earnest since recent completion of some films, with the company hoping for something in the way of an open—and acceptable—30 minutes weekly on one of three networks. Persistently enough, AT&T, which had aimed for the first of the year, now has its sights on this spring, or "most surely by next fall."

In preparation for a green light, however, AT&T now has had 10 or 12 of the films completed, and production is continuing. According to AT&T, the offers thus far made by the networks have not been acceptable to all the parties involved. Time periods have varied between 8-10:30 p.m. EST depending on what night the program could be placed.

The program is to be a weekly, half-hour dramatic series, now being filmed in Hollywood by the Hal Roach Studios. Each story, based on true incidents of historical or current interest, which point up man's "positive achievements," is presented in dramatic form. Narrator and host of the program is John Nesbitt, of moving picture and radio prominence.

In discussing some of AT&T's philosophy of tv sponsorship, Will Whitmore, AT&T's advertising manager for radio-television-exhibits, writes in the winter issue of the company's publication, *Bell Telephone Magazine:*

"A weekly half-hour program presented for one full year gives the sponsor just 156 minutes of commercial time. Considering the cost of television today, those are precious minutes. They must make plain, understandable, and appreciated the many mutual problems which exist and arise between the providers and the users of a service which contributes so much to our American way of life."

The series actually will be sponsored by AT&T's associated companies which make up the Bell System. The agency is N. W. Ayer & Son, New York.

The company for more than 15 years has sponsored *The Telephone Hour* on radio (NBC). Bell telephone companies also have sponsored each year on tv, "The Spirit of Christmas." In the first six months of last year, the associated phone companies placed more than 16,000 com-

mercial messages on tv stations, promoting the use of the classified directory, additional telephones in the home, greater use of long distance and various other telephone uses and services.

Mr. Whitmore said that the network tv program "must reflect the character and personality of the [Bell] system. It should be a welcome guest in anyone's home."

A search for the "right" program, "continued from almost the very beginning of television," Mr. Whitmore reported. More than 200 programs and program ideas were viewed and analyzed. At the end of last July a program was produced that seemed to meet "specifications." Contracts were signed and production started in Hollywood.

A 40-minute "film description" was shown to the "heads of the three television networks" who liked the program, Mr. Whitmore said. But, with program schedules for fall and winter already completed and with "no desirable time available," the matter stood. And, presumably, it still does.

Census Takes Sample For Tv Homes Count

NEW Census Bureau compilation of television households will follow a nationwide sampling of U. S. homes conducted last week as part of the bureau's monthly current population survey. Late in the spring the bureau will announce tv saturation figures for the nation as a whole as well as for urban-rural areas and groups of cities by size.

Second bureau's tv sampling, the survey will show the number of U. S. households having tv sets and the total number of sets in households (sets-per-home). Tv sets in commercial establishments are not included in the study.

The first Census Bureau sampling was conducted last June as part of the current population survey. NARTB, Television Bureau of Advertising and tv networks underwrote the cost of the study, as they are doing in the current survey. The first study showed that 67% of U. S. homes had one or more tv sets, or roughly 32 million homes [B•T, Aug. 22, Sept. 26, 1955]. This count is being used by Advertising Research Foundation in connection with a county tv homes estimate due for release around April 1. The ARF county data will utilize available industry circulation tables with Census Bureau figures and set delivery figures of Radio-Electronics-Tv Mfrs. Assn.

Another step in the long-range effort to provide reliable tv circulation data was taken Friday as a technical subcommittee of the NARTB Tv Circulation Study Committee met in New York. This committee considered ways of refining the question technique to be used when a permanent circulation audit is established and reviewed plans for the ARF interim estimate due around April 1. The ARF figures will be based on June 1955 data.

In its mid-1955 compilation, the Census Bureau found that 80% of households in city areas have one or more tv sets. It found that 3.5% of tv homes have two or more tv sets.

While there has been some demand for tv home figures based on the February 1956 Census Bureau figures, related to other available data, ARF and other interested groups have felt that a mid-1955 county-by-county estimate will be helpful to buyers and sellers of time.

NARTB's three-year project is expected to move forward as a result of the Friday meeting. Once the technical details are settled to the satisfaction of industry groups, the intricate process of forming a corporation to underwrite and carry out a permanent tv circulation audit will be undertaken.

NEW HOOPER INDEX TELLS ADVERTISERS HOW THEIR ADS STACK AGAINST RIVALS

Hooper Index of Broadcast Advertisers takes a product, a market and a week and comes up with a standing for each sponsor in the field. B•T's exclusive reports on these studies begin in this issue.

YOU'RE an advertiser or an agency man and you want to know how much mileage your television or radio advertising is getting in Cleveland (or other major markets). How does it stack up against that of your competition? Who *is* your competition in Cleveland, anyway—are you sure that you know? If you're a network user, you also want to know how you're doing in that category, and how your local commercials stack up against your network average.

In its "Hooper Index of Broadcast Advertisers," or HIBA, C. E. Hooper Inc. has a service designed to answer such questions. HIBA is a measurement of the extent to which commercials are seen or heard, taking into account (1) the length and number of the commercials and (2) the audience ratings of the programs in or between which they appear.

Local HIBAs are made in major markets, each report covering all radio or television commercials in a given product category in one city during one week. They are done on order, and, according to Hooper President James L. Knipe, virtually all of the top agencies have ordered HIBAs at one time or another. They are done separately for radio and television. In tv there is also a separate report on network users, making it possible to compare the network HIBAs of these sponsors with their standings in the various local markets.

Coincidentally, beginning with this issue, B•T will present in tabular form each week summary highlights of HIBA measurements made in various cities and covering various product categories. Some will deal with radio commercials; some with tv. In television, there will be a network HIBA for network advertisers, as well as the local measurement. The first table, which appears separately on this page, deals with beer commercials in Cleveland television.

President Knipe describes the HIBAs' usefulness as follows:

"The advertiser urgently needs to know how his brand's broadcast advertising exposure compares with that of competitive brands. In the 'Hooper Index of Broadcast Advertisers' he gets a figure which gives him a score, an exposure relationship, with which he can make a comparison between his brand and those of his competitors.

"Study of HIBAs gives him answers to these five important questions:

"1. 'Have I attained and am I holding the proper national television broadcast position?'

"2. 'Is this national television position reasonably maintained in leading metropolitan markets, with local assists from spot radio and tv?'

"3. 'If the answer is "no" to either of these first two questions, then "Where, how, and at what cost should I look for broadcast time to match my competitors?" '

"4. 'Is a dangerous new competitor pushing forward too rapidly on either the national or regional level?'

"5. 'Is a formerly dangerous competitor fading out of the picture, so that I can practically ignore him?'

"With these five answers in mind, the advertiser can either proceed on his present course with renewed confidence, or he can start the organizational wheels rolling on a newer and better road."

In determining the lengths and number of commercials broadcast for a sponsor, HIBA relies on the reports of Broadcast Advertisers Reports Inc., a monitoring firm in which the Hooper organization recently acquired a financial interest.

BAR tape-records, for a full week every two months, all broadcasts on all leading stations within a given city. Formed in 1952, the firm has expanded gradually, now conducts this monitoring service in 12 cities and plans to increase this to about 25 in the reasonably near future. From its tapes, BAR compiles reports giving for each city a complete breakdown of each advertiser's schedule (according to product) and also a minute-by-minute log for each station showing just when each commercial was carried. Similarly, BAR monitors all radio and tv networks daily, every week of the year. These network reports are published in the week following the monitoring.

From these reports—which BAR sells separately to a list of subscribers that now includes practically all major agencies as well as almost all stations in the cities monitored—Hooper people determine the lengths and number of commercials carried, in a given city, for each brand within the product category under study.

The 'Commercial Unit'

Each commercial is given a weighting factor in accordance with its length, and this factor, called "commercial unit," is then multiplied by the audience rating of the program in which it appeared. The result is the HIBA for that commercial. When all commercials for a single product in a single city have been thus evaluated, the results are added together to get the total HIBA for the product in that market.

In the case of television HIBAs, the audience rating used is that of American Research Bureau Inc., with which the Hooper organization has a working arrangement. In radio, the local ratings of C. E. Hooper Inc. are used.

Markets currently on the schedule for HIBA television measurements include Baltimore, Boston, Chicago, Cleveland, Detroit, Los Angeles, Minneapolis, New York, Philadelphia, San Francisco and Washington. The list for radio HIBAs includes Boston, Chicago, Los Angeles, New York, Philadelphia, Pittsburgh and San Francisco.

Tracing the genesis of HIBA, Mr. Knipe said:

"When monitoring as done by BAR first came to our attention about two years ago, we realized that its meaning and usefulness would be greatly enlarged if we added rating and a weighting factor and so developed a common denominator. Then we could add together the commercials of all types and lengths and obtain a meaningful total.

"The other way to do this would be by using dollars as a common denominator. But the dollar method has the disadvantages that (1) true prices for time are usually not known, (2) talent costs are not accurately available, and (3) dollars do not necessarily correlate with audience size."

In developing the HIBA formula, certain

ground rules had to be adopted. These were evolved, Mr. Knipe explained, after discussion with "many of the best-informed agency people" over a period of several months. There were many suggestions and, consequently, some "compromises."

"Most important of these compromises," Mr. Knipe asserted, "was the one having to do with the grouping of commercial lengths into two groups—a 'commercial unit' and a 'one-half commercial unit'—and the assignment of a certain number of 'commercial units' to programs of varying length." This process is described in each HIBA report as follows:

"The starting point is to define a commercial unit as a commercial exposure of more than 10 seconds but usually not more than one minute in duration.

"Since this commercial unit is typically priced at twice that of a 10-second station identification (television) or a time signal (radio), these 10-second exposures are defined as one-half commercial units.

"Using an allocation pattern somewhat similar to that of the Television Code of the NARTB, commercial units are attributed to programs as follows:

"5-minute program—1 commercial unit.
"10-minute program—2 commercial units.
"15-minute program—3 commercial units.
"30-minute program—4 commercial units.
"60-minute program—6 commercial units.

"For programs of more than 60 minutes in length, commercial units are attributed at the rate of one commercial unit for each additional 10 minutes, as in a 60-minute program. . . ."

Mr. Knipe said that when the Hooper firm originally became interested in developing an HIBA service (first called "Monitored Commercials with Audience Ratings"), it did some experimenting of its own with other methods. But "it did not take us long to realize that tape was the only way to do the job," he added, pointing out that Hooper has since acquired an ownership interest—described only as a principal stock interest—in the BAR organization.

BAR was founded in November 1952 by Phil Edwards, president, and Bob Morris, executive vice president. Offices are in New York and Chicago; production facilities in Darby, Pa., and New Brunswick, N. J. The West Coast affiliate, owned by Tonie Kelley, is located in Sherman Oaks, Calif., just outside Los Angeles.

BEER IN CLEVELAND TV

WHOSE COMMERCIALS ARE SEEN MOST?

Hooper Index of Broadcast Advertisers

(Based on Broadcast Advertisers Reports' monitoring)

THE NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Networks	Commercial Units	Hooper Index of Broadcast Advertisers
1.	Schlitz (Lennen & Newell)	1	1	4	113
2.	Budweiser (D'Arcy)	1	1	4	74
3.	Pabst (Leo Burnett)	1	1	2½	58

THE CLEVELAND INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	Commercial Units	Hooper Index of Broadcast Advertisers
1.	Erin Brew (Hart-Conway)	—	2	57½	443
2.	P.O.C. (Clifford A. Kroening)	—	3	32½	247
3.	Carlings (Lang, Fisher & Stashower) (Benton & Bowles)	—	2	18	157
4.	Schlitz (Lennen & Newell)	1	1	4	108
5.	Stroh (Zimmer, Keller & Calvert)	—	1	4	57
6.	Pfeiffer (Maxon)	—	1	4½	51
7.	Duquesne (Walker & Downing)	—	1	6	50
8.	Pabst (Leo Burnett)	1	1	2½	50
9.	Budweiser (D'Arcy)	1	1	4	46
10.	Old Dutch	—	1	4	35
11.	National Bohemian (W. B. Doner)	—	1	1	21
12.	Iron City (Smith, Taylor & Jenkins)	—	1	4	18

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding.

In the above summary, monitoring of the networks for the national report occurred Jan. 5-11, 1956. Monitoring in Cleveland took place Jan. 1-7, 1956.

Schwerin Highlights Mistakes In Tv Advertisers' Research

MANY tv advertisers are guilty of fundamental mistakes in approaching the field of qualitative research, particularly in the study or testing of tv commercials, Horace Schwerin, president of Schwerin Research Corp., New York, said Thursday.

At a luncheon meeting in New York of the media research group of the American Marketing Assn., Mr. Schwerin listed five errors commonly committed by these tv advertisers.

He hit at the practice of some in avoiding research which may bring up just the answers the advertisers don't want to hear. Many agencies, on the other hand, he said, encourage studies which may throw a critical spotlight on their own creative efforts, in the hope that in the long run the analysis will help.

Another error, he said, is the use of the wrong measures to find answers to salient questions. An example of this, Mr. Schwerin said, is measuring total remembrance of copy points within a commercial and pointing to these as a correlation of the commercial's effectiveness. A third, which ties in with this, is discounting the emotion or mood of the commercial and overemphasizing the importance of getting explicit copy points remembered.

Two other mistakes listed by Mr. Schwerin: Unnecessary "hammering away" at copy points —i.e. attempting to accomplish with a mailed fist what could more readily be achieved by a light touch—and not enough experimentation.

UPA's Mister Magoo Heads Rheingold Beer Promotion

THE near-sighted Mister Magoo, hero of UPA's film "When Magoo Flew," winner of the 1954 Academy Award Oscar as the best cartoon short subject, has been named number one salesman for Rheingold Beer in Southern California.

In a campaign created by the Foote, Cone & Belding agency and UPA Pictures Inc., Mister Magoo is being featured for Rheingold Beer in a series of television announcements, daily advertisements in newspapers, and a variety of point-of-purchase displays. The tie-up marks the first time Magoo has been released for commercial use; his exposure to the public hitherto has been confined to theatrical shorts released by Columbia Pictures Corp. The campaign is confined to the Southern California region.

Arrangements for the project were negotiated by Stephen Bosustow, UPA president; Herbert Klynn, west coast tv sales representative for UPA; Frank Delano, FC&B vice president and Rheingold's New York account supervisor, and Byron Mayo, west coast FC&B-Rheingold account executive.

U. S. Tv Set Families Now Reported at 74%

THE PERCENTAGE of U. S. families with a tv set was 74% as of January this year, an increase of four percentage points over October 1955, according to a quarterly report by the Market Research Corp. of America [B•T, Feb. 21]. The increase reflected "the usual seasonal spurt normally associated with the holiday season" and was concentrated in small towns and rural areas.

Here is MRCA's breakdown of families with tv sets since April of last year:

PERCENT OF FAMILIES IN EACH GROUP WITH TELEVISION SETS

	Apr. '55 67%	Jul. '55 68%	Oct. '55 70%	Jan. '56 74%
Regions:				
Northeast	84%	85%	85%	86%
South	50	54	56	61
North Central	70	70	72	77
Mountain & Southwest	46	52	54	60
Pacific	65	66	70	74
City Size:				
Farm	38%	43%	47%	51%
Under 2,500	53	56	57	63
2,500 to 50,000	50	53	56	62
50,000 to 500,000	74	75	77	80
500,000 & Over	87	87	88	89
Total Family Income:				
Upper Fourth	77%	81%	83%	86%
Next Fourth	72	76	77	81
Next Fourth	69	69	71	75
Lowest Fourth	48	48	50	54
Education of Family Head:				
Grade School	60%	62%	64%	67%
High School	74	75	78	82
College	71	73	74	79
Size of Families:				
1 & 2 Members	57%	59%	62%	66%
3 Members	73	73	74	77
4 & 5 Members	77	78	80	84
6 Members & Over	62	66	68	74
Age of Housewife:				
Under 35 Years	73%	75%	77%	81%
35 thru 44 Years	74	74	75	79
45 Years & Older	59	61	63	67
Presence of Children:				
5 Years & Under	73%	75%	77%	80%
6-12 Years	75	76	78	82
13-20 Years	69	71	72	76
No Children	60	61	63	68

Philip Morris Executives, Staff Discuss Sales Plans

A SERIES of two-day closed door sales meetings between key executives of Philip Morris Inc. and regional sales staffs, which got underway last Monday in Atlanta, will close tomorrow (Tuesday) in New York. Meetings also were held in San Francisco, Chicago and Dallas.

Among those attending were Roger Greene, advertising director for Philip Morris Inc., and Thomas Christensen, assistant advertising director, who unveiled latest ad campaigns, copy and media strategy for Philip Morris, Marlboro and Parliament, PM's three cigarette brands. Top executives at the meetings were O. Parker McComas, president, and Joseph F. Cullman III, executive vice president.

A major topic discussed was the new advertising campaign for Philip Morris cigarettes, which will be handled by N. W. Ayer & Son, New York, effective May 1 [B•T, Feb. 6]. Currently handling PM advertising is The Biow Co., which loses the account after 25 years. Agencies for Marlboro and Parliament are Leo Burnett, Chicago, and Benton & Bowles, New York, respectively.

Research Test Shows Tv Ads Are 'Read' More Than Print

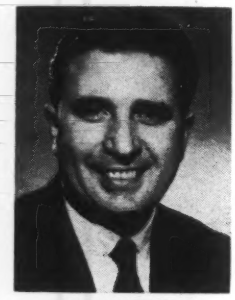
A RESEARCH UNIT—Qualitative Research Inc., an affiliate of Trendex (tv rating service)—says it has found that tv commercials seem to have "a tremendous bulge" over print advertising in the "area of 'read most'."

The research company bases its observation on a recent test of a set of automobile commercials on network tv made in 15-20 cities via telephoning at random. According to Qualitative Research 67% of the tuned program audience reported they had paid attention to most of each of the commercials, 76% said they had seen some part of the commercials while 9% of those who saw some part, but did not pay attention to most of the commercials, gave the reason of having been distracted from viewing at the time.

The percentages, according to Qualitative Research, are much higher than similar information researched of magazine readers who claim they read more than half of the text of automobile advertisements. Qualitative Research screened out viewers of a program by telephone within an hour after the broadcast. A fairly complete description of each commercial was given and the respondent was asked whether he had seen any part of it, and if so, did he pay any attention to it.

Blumenthal Named Exec. V. P.

LESTER J. BLUMENTHAL, former vice president and general manager of radio and television, Norman, Craig & Kummel, New York, and before that sales executive, CBS-TV, has been appointed executive vice president and general manager of Product Services Inc. (advertising agency), New York.



MR. BLUMENTHAL

Coincident with the appointment, Les L. Persky, president, Product Services Inc., announced termination as of March 1 of the agency's association with Charles Antell Inc.

Hotpoint Appoints Weston

APPOINTMENT of D. Edward Weston Jr., formerly with the General Electric Supply Co., as general manager of Hotpoint Co.'s new television receiver department was announced last week by John C. Sharp, president. Mr. Weston was manager of radio-tv marketing for the General Electric Supply Co. in Bridgeport, Conn., before joining Hotpoint in Chicago. Hotpoint has announced plans to enter the tv field [B•T, Feb. 20]. Hotpoint is a GE subsidiary.

Garland Becomes Partner

ROBERT C. GARLAND, formerly national sales manager for KOOL-AM-TV Phoenix and KOPO-AM-TV Tucson, both Ariz., and newly elected vice president of Charles H. Garland & Assoc. Inc., new Phoenix advertising agency, will become a partner in that agency, effective March 1. Mr. Garland will serve as account executive for the two-month-old agency and additionally will direct the firm's radio and television department.

MR. GARLAND

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Feb. 28 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son, through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also March 6, 20, 27).

Mar. 1 (8:30-9:30 p.m.) *Climax,* Chrysler Corp. through McCann-Erickson (also March 29).

Mar. 3 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthrauff & Ryan (also March 10, 17, 24, 31).

Mar. 15 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

NBC-TV

Feb. 27-Mar. 2 (3-4 p.m.) *Matinee,* participating sponsors (also March 5-9, 15-16, 19-23, 26-30).

Feb. 27-Mar. 2 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also March 12-16, 19-23, 26-30).

Mar. 3 (10-10:30 p.m.) *George Gobel Show,* Pet Milk Co. through Gardner Adv. and Armour & Co. through Foote, Cone & Belding, on alternate weeks.

Mar. 5 (8-9:30 p.m.) *Producers Showcase,* **"Caesar and Cleopatra,"** Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

Mar. 6 (7:30-7:45 p.m.) *Dinah Shore Show,* Chevrolet Motor Div. of General Motors Corp. through Campbell-Ewald (also March 8, 20, 22).

Mar. 7 (10-10:30 p.m.) *This Is Your Life,* Hazel Bishop through Raymond Spector.

Mar. 11 (2:30-5:30 p.m. EST and PST) "Richard the Third"—General Motors divisions as participating sponsors.

Mar. 13 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus, and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

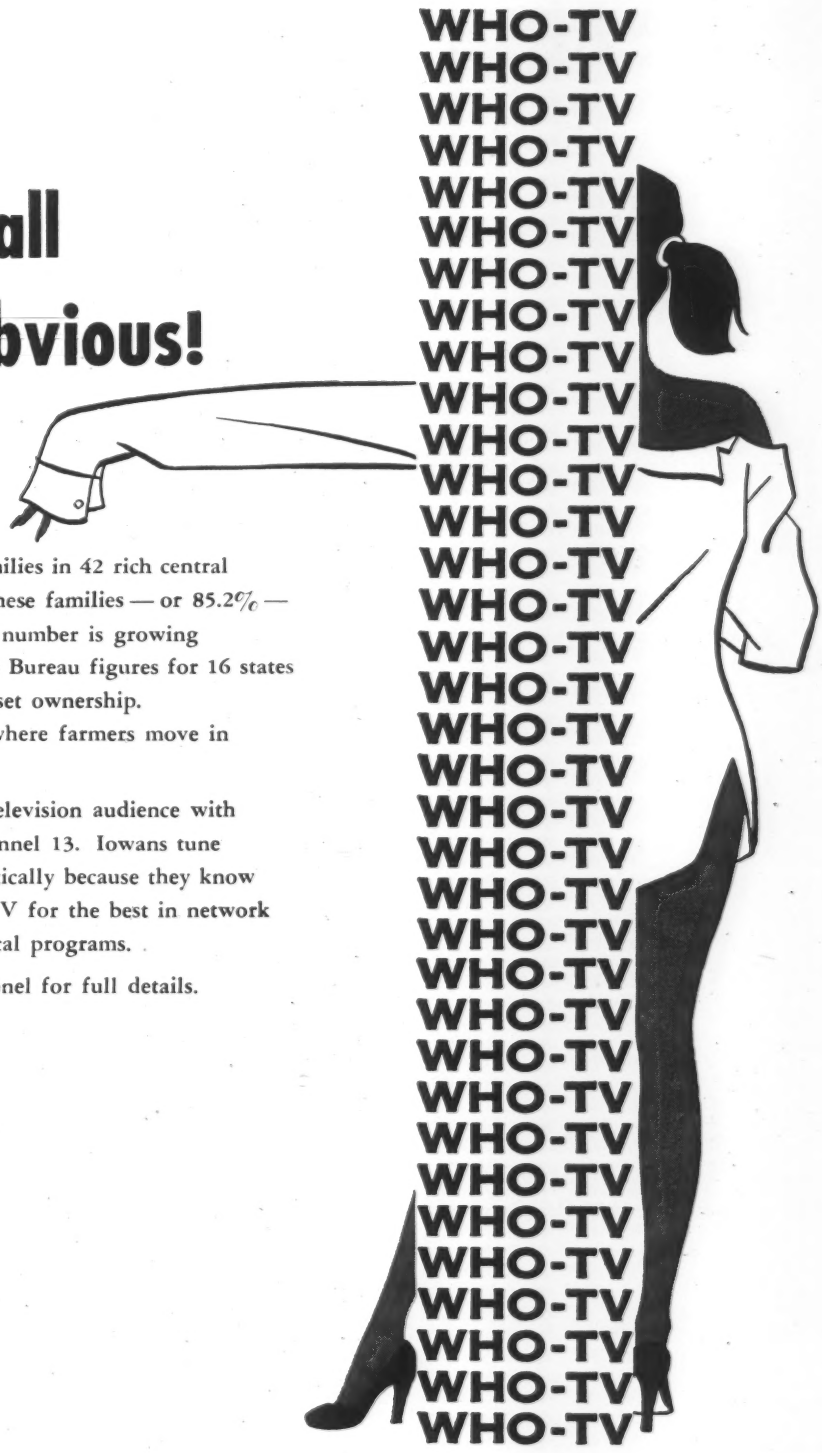
Mar. 18 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha through Bozell & Jacobs and American Chicle through Ted Bates, on alternate weeks (also March 25).

Mar. 18 (4-5:30 p.m.) *Hallmark Hall of Fame,* "Taming of the Shrew," Hallmark Cards Inc. through Foote, Cone & Belding.

Mar. 24 (9:30-10 p.m.) *Jimmy Durante Show,* Texas Co. through Kudner.

[Note: This schedule will be corrected to press time of each issue of B•T]

It's all pretty obvious!



WHO-TV serves 334,750 families in 42 rich central Iowa counties. 284,500 of these families — or 85.2% — have television sets, and the number is growing rapidly. Recent U. S. Census Bureau figures for 16 states rank Iowa first in farm TV-set ownership. First-on-the-farm in a state where farmers move in upper-income circles!

WHO-TV reaches this big television audience with 316,000 watts on bright Channel 13. Iowans tune in consistently and enthusiastically because they know they can depend on WHO-TV for the best in network features, *plus* outstanding local programs.

Ask your Free & Peters Colonel for full details.

WHO-TV

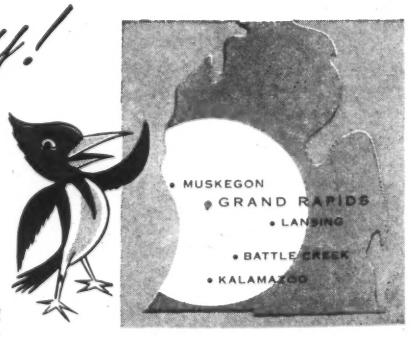
Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Free & Peters, Inc.
National Representatives

NBC Affiliate

WOODLAND-TV *is big territory!*

A tempting dish for your merchandising menu is this fast-growing market with the buying power to match its big breakfast food appetite. It's Western Michigan . . . the country's 20th television market . . . and it's YOURS when you buy WOOD-TV, Grand Rapids' only television station. Ask us to tell you more.



WOOD-TV **WOODLAND CENTER**
GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC BASIC; ABC SUPPLEMENTARY • ASSOCIATES: WFBM-AM AND TV, INDIANAPOLIS; WFDF, FLINT; WTCN-AM AND TV, MINNEAPOLIS; WOOD-AM AND TV, GRAND RAPIDS • REPRESENTED BY KATZ AGENCY

Tv Sets to Go Up 2.9 Million In 1956, Says NBC's Beville

AN EXPECTED increase of 2.9 million tv sets in the U. S. by next January, compared to Jan. 1, 1956, was estimated Thursday by NBC's Hugh M. Beville Jr., vice president in charge of planning and development.

Mr. Beville estimated 36.9 million tv sets in the U. S. at the beginning of this year, and projected industry accepted figures to indicate a total of 39.8 million by next January. According to NBC researchers, nearly 71% of all homes in the country are now equipped with television. Also, by their estimates, this figure will climb to 74% by next January.

In other estimates, NBC researchers see more than 5% of all tv homes with more than one receiver by 1957 compared to approximately 4.2% multi-set households today.

Noting that industry figures report 1955 as tv's "peak year" in tv sets sold at retail (7,421,000), Mr. Beville said that 1956 can be expected to come close to that mark. He also found an increasing proportion of new set sales purchased as replacements for sets which have been scrapped. Until January 1954, set scrappage was relatively unimportant, totaling about 800,000, or about 3% of all retail sales up to that time, he said. But during 1955, an estimated 3 million or about 40% of the 7.4 million sets sold actually were replacements for scrapped sets. More than 6 million sets have been scrapped, it was estimated.

Mail Pouch Adds Contest Spots

MAIL POUCH TOBACCO Co. (Kentucky Club pipe tobacco), Wheeling, W. Va., will place supplementary spot campaign on NBC-TV's *Tonight* starting Thursday, backing its print media effort for its third annual Derby Day contest. Kentucky Club's contest, which will award a prize thoroughbred colt plus $1,000 for expenses and a pair of tickets to the Kentucky Derby in Louisville, is being conducted in March by the Charles W. Hoyt Co., New York, Mail Pouch's agency, with judging by the Reuben H. Donnelly Corp., Chicago.

Tintex Increases Radio Budget

TINTEX Co. (fabric dyes), New York, will launch a campaign March 1, with a 25% increase in radio station coverage over last year, using participations on five daytime radio network programs on NBC and ABC and spot announcements on about 60 stations. Agency is Emil Mogul Co., N. Y.

BUSINESS

Scripto Inc. (pens and pencils), Atlanta, starting radio and tv spot campaign of undetermined length in San Francisco and Los Angeles, beginning in April. Agency: Donahue & Coe, N. Y.

National Home Study Schools (correspondence classes), N. Y., currently running 25-city radio spot campaign, using 13 stations, and expected to add 12 more stations within next 30 days. Agency: William Warren, Jackson & Delaney, N. Y.

Regal Pale Brewing Co., S. F., has renewed *Harry Owens Show* on 17 stations of CBS-TV Pacific Network, marking fourth consecutive renewal of program by sponsor. Agency is Guild, Bascom & Bonfigli Adv., S. F.

Swift & Co. (meat products), Chicago, to sponsor *The Uncle Johnny Coons* show on NBC-TV (Sat., 11:30 a.m.-noon), starting March 3. Program originally was regular Saturday morning show on WNBQ (TV) Chicago. Agency: McCann-Erickson, Chicago.

AGENCY APPOINTMENTS

Avco Mfg. Corp., N. Y., names Compton Adv., N. Y., effective June 1, to handle its Crosley and Bendix home appliances division advertising in addition to radio and television divisions, which Compton already handles.

Lee Ltd., Beverly Hills, Calif., appoints Anderson-McConnell Adv. Inc., L. A., for entire line of cosmetics and hair products.

Hudson Dealer Organization of Greater Metropolitan Chicago appoints Ray Freedman & Assoc., Chicago, for coming year.

A&A PEOPLE

Ted Adams, formerly sales promotion supervisor, commercial equipment department, Hotpoint Co., Chicago, appointed vice president of John B. Morrissey Co., Chicago agency.

Clarence Hatch Jr., formerly senior vice president of Kudner Agency Inc. and executive vice president of D. P. Brother & Co., elected vice president of Campbell-Ewald Co., Detroit, effective March 5.

Edward E. Rothman, formerly senior vice president, general manager and director of Campbell-Ewald Co., appointed director of product advertising and sales promotion office, sales and advertising staff, Ford Motor Co., Dearborn, Mich.

Raymond C. Stricker, vice president, Ruthrauff & Ryan Inc., Chicago, resigned. Future plans to be announced.

Russell A. MacDonnell, vice president in charge of sales and advertising, Grove Labs (pharmaceuticals), St. Louis, to Warwick & Legler, N. Y., as vice president.

Irving P. MacPherson, products advertising and sales promotion manager, The Best Foods Inc., N. Y., to Warwick & Legler, N. Y., as vice president.

Bob Pasch, creative supervisor, Ruthrauff & Ryan, N. Y., appointed vice president and associate copy director.

Alfred R. Tennyson, tv producer, Kenyon & Eckhardt, N. Y., named head of new commercial production department formed by agency. Department will be responsible for all activities related to production of tv and radio commercials.

MR. TENNYSON

Horace E. Curtis, vice president, BBDO, N. Y., transferred to Cleveland office as supervisor on General Electric lamp account. **Michael Corcoran,** Foote, Cone & Belding Inc., N. Y., to L. A. office of BBDO as account group supervisor.

Edward H. Meyer and **Charles A. Winchester,** account executives, The Biow Co., N. Y., promoted to supervisors on Procter & Gamble account.

Jesse L. Livermore, general manager, cosmetic division, American Home Products Inc., N. Y., to The Biow Co., N. Y., as account executive on Lanolin Plus.

James A. Dernocouer, formerly advertising and sales promotion manager, Kelvinator Div., American Motors Corp., Detroit, appointed advertising manager of Norge Chicago Corp., distributor for Norge Div. of Borg-Warner Corp., Chicago.

Sinclair Jacobs, account executive, BBDO, to Ted Bates & Co., N. Y., in similar capacity.

George F. Leithner, director of media relations, Chicago office of Young & Rubicam Inc., N. Y., named associate media director of agency. He is replaced in Chicago by **Robert B. Byron.**

Melvin Singer, advertising brand manager, Schenley Industries, N. Y., and **Richard Most-**

LATEST RATINGS

NIELSEN

Top Radio Programs

Two Weeks Ending Jan. 21

Rank	Program	Homes (000)
Evening, Once-a-Week (average for all programs)		(842)
1.	Our Miss Brooks (CBS)	2,200
2.	Edgar Bergen (Anahist) (CBS)	2,059
3.	Two for the Money (CBS)	2,012
4.	Edgar Bergen (CBS Columbia) (CBS)	1,872
	Dragnet (NBC)	1,872
	News & Gene Autry (CBS)	1,872
7.	Great Gildersleeve (NBC)	1,778
	You Bet Your Life (NBC)	1,778
9.	Gunsmoke (CBS)	1,732
10.	People Are Funny	1,685
Evening, Multi-Weekly (average for all programs)		(796)
1.	Lowell Thomas (CBS)	1,732
2.	One Man's Family (NBC)	1,638
3.	News of the World (NBC)	1,591
Weekday (average for all programs)		(1,544)
1.	Wendy Warren (Philip Morris) (CBS)	2,340
2.	A. Godfrey (Staley) (CBS)	2,293
	Helen Trent (CBS)	2,293
4.	Guiding Light (CBS)	2,246
5.	Young Dr. Malone (T. & Th.) (CBS)	2,200
	A. Godfrey (Corn Products) (CBS)	2,200
	A. Godfrey (Staley) (CBS)	2,200
8.	A. Godfrey (Pillsbury) (CBS)	2,153
	A. Godfrey (Kellogg) (CBS)	2,153
	Ma Perkins (CBS)	2,153
Day, Sunday (average for all programs)		(562)
1.	Woolworth Hour (CBS)	1,544
2.	Your Nutrilite Theatre (NBC)	1,123
3.	Robert Trout (News-10) (CBS)	1,030
Day, Saturday (average for all programs)		(842)
1.	Gunsmoke (CBS)	1,732
2.	Robert Q. Lewis (Milner) (CBS)	1,591
3.	Allan Jackson (News-12) (CBS)	1,544

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PULSE

Top 20 Regularly Scheduled Once A Week Shows

		Rating Jan.	Dec.
1.	$64,000 Question (CBS)	48.7	50.2
2.	Ed Sullivan (CBS)	42.2	42.2
3.	Producers Showcase (NBC)	40.6	
4.	I Love Lucy (CBS)	40.2	39.7
5.	Groucho Marx (NBC)	34.6	35.9
6.	Disneyland (ABC)	33.5	32.0
7.	Climax (CBS)	33.0	34.2
8.	Perry Como (NBC)	31.5	30.9
9.	Dragnet (NBC)	31.1	29.7
10.	December Bride (CBS)	30.2	29.5
11.	Lux Video Theatre (NBC)	29.1	27.4
12.	George Gobel (NBC)	28.9	30.6
13.	Robert Montgomery (NBC)	27.0	27.1
14.	Jackie Gleason (CBS)	26.9	27.8
15.	I've Got A Secret (CBS)	26.6	27.0
16.	Burns and Allen (CBS)	26.5	29.4
17.	Red Skelton (CBS)	26.4	25.8
18.	Studio One (CBS)	25.1	
19.	Your Hit Parade (NBC)	25.1	
20.	Four Star Playhoue (CBS)	24.7	

Top 10 Regularly Scheduled Multi-Weekly Shows

		Rating Jan.	Dec.
1.	Mickey Mouse Club (ABC)	18.9	18.9
2.	Guiding Light (CBS)	11.6	10.8
3.	Love of Life (CBS)	11.1	10.7
4.	Search for Tomorrow (CBS)	10.7	11.1
5.	Big Payoff (CBS)	10.6	10.1
6.	News Caravan (NBC)	9.9	9.9
7.	Art Linkletter (CBS)	9.7	9.9
8.	Howdy Doody (NBC)	9.7	10.2
9.	Valiant Lady (CBS)	9.6	
10.	Arthur Godfrey (CBS)	9.5	9.7
	Bob Crosby (CBS)	9.5	

koff, assistant advertising manager, Wings Shirt Co., N. Y., to Grey Adv., N. Y., as account executive and sales promotion copywriter, respectively.

Ronald De Luca, formerly with Roy S. Durstine, N. Y., to Kenyon & Eckhardt, N. Y., as art director.

Michael J. Silver, former program director, WNAO Raleigh, N. C., to J. T. Howard Adv. Inc., Raleigh.

Gustav W. Pfleger, formerly media buyer at Young & Rubicam Inc., Chicago, to Leo Burnett Co., same city, as media group supervisor.

Bruce Baldwin, copy chief at John W. Shaw Adv. Inc., Chicago, appointed creative director.

Donald M. Laiffer, Warwick & Legler, L. A., appointed radio-tv director.

Bernard D. Kahn, print and tv group creative supervisor, The Biow Co., N. Y., to Lennen & Newell, N. Y., as copy supervisor.

Arlene Gilbert, account executive, Cayton Inc., N. Y., to Dick Donald Adv., L. A., as copy chief.

John E. Russell Jr., art director, Morey, Humm & Johnstone, N. Y., to Victor A. Bennett Co., N. Y., in similar capacity.

Howard A. Crum, former copywriter, Campbell-Ewald, to Applegate Advertising Agency, Muncie, Ind., as creative director.

Charles McNeil, southern district sales supervisor, San Francisco Brewing Co. (Burgermeister beer), named assistant to company advertising manager, succeeding **Tom Franichevich,** manager of new personnel and industrial relations department.

H. A. Garbanati, division sales manager, E. & J. Gallo Winery, Modesto, Calif., to sales promotion staff, Erwin, Wasey & Co. Ltd., L. A.

C. James Johanse, assistant copy supervisor, Kenyon & Eckhardt, Philadelphia office, to copy department, Gray & Rogers, Philadelphia.

Perry Pasmezoglu, West Coast public relations man, to Irwin-Los Angeles Adv. Agency as account executive.

Gordon Jett, promotion copywriter, Geare-Marston Adv., Philadelphia, to Kenyon & Eckhardt, same city, as copywriter.

Howard Munce, Cunningham & Walsh, N. Y., to N. Y. office of Foote, Cone & Belding as art director assigned to Rheingold beer account.

Ralph Tuomela, Kling Studios Inc. and Burlingame-Grossman Adv., Chicago, and **Ralph Young,** advertising promotion department, *Chicago American,* to art staff of Waldie & Briggs Inc., same city.

Mrs. Elizabeth Eyerly, executive vice president, Bottsford, Constantina & Gardner Adv., N. Y., honored by Golden Slipper Square Club, Phila., as outstanding woman of year in advertising.

Willard D. Egolf, Washington attorney, formerly vice president of Adv. Federation of America, and public relations director-special counsel to National Assn. of Broadcasters, named vice president and general counsel, Mile High Oil Co., Pueblo, Colo.

Ben Duffy, BBDO president, and **John C. Kelly,** president, Kelly-Nason, N. Y., named vice chairmen, advertising-radio-tv division, Cardinal's Committee of the Laity for 1956 fund appeal, N. Y., Catholic Charities. **Eugene J. McCarthy,** CBS, and **Thomas H. Shanley,** Warwick & Legler, appointed to committee.

Sizzling Success

THE heat was on for Marlowe Chemical Co., New York, manufacturer of a new aerosol fire extinguisher, just 48 hours after it had introduced the product to New Yorkers on a budget, 90% of which was allocated to tv spots. Two days after it advertised the Fire Chief home extinguisher via 63 local spots on four New York tv outlets, backed by a full newspaper campaign, spokesmen for Marlowe said that the firm had to "temporarily cancel all of its expansion plans." The reason was that the demand already had far exceeded the supply.

A&A SHORTS

Donald Haven Hall Adv. Agency, Costa Mesa, Calif., and **Paul J. Mitchell Adv. Service,** Orange Calif., have merged to form **Hall-Mitchell Adv. Agency,** 122½ S. Glassell St., Orange.

Charles O. Puffer Co., Chicago advertising-public relations firm, has moved to larger quarters at 75 E. Wacker Drive.

Ed. Belford Agency, Studio City, Calif., announced move to larger quarters at 12400 Ventura Blvd., Studio City.

Jerry Lichtman Co., N. Y., advertising and public relations firm, moved to 79th floor of Empire State Bldg. Agency has expanded space and personnel.

V. James De Santis Co., Glendale, Calif., in expanded quarters at 1400 E. California Ave.

WOR-TV New York will carry baseball show sponsored by *True, The Man's Magazine,* N. Y., marking *True's* first use of tv. Show, *Happy Felton's Press Box,* is quarter-hour film program to precede each of 25 road games of Brooklyn Dodgers. Agency: C. L. Miller Adv., N. Y.

R. Jack Scott Inc., Chicago, is new name of former Schwimmer & Scott Inc., president Jack Scott announces. Walter Schwimmer, agency co-founder, left firm in 1951. New emphasis on marketing and merchandising is planned by Scott agency with appointment of additional merchandising directors **Lou Sargent,** for drug products and **Robert Larson,** hard goods. Agency officers remain same.

Mark Schreiber Adv., Denver, has added specialized market research department and expanded offices in Zook Bldg. **Helen Loufek,** formerly research supervisor, McCann-Erickson Inc., Chicago, heads new Schreiber unit.

Chapin-Damm, Sacramento, Calif., agency, in larger quarters in Winreed Bldg., 1412 S St.

Blaylock Adv., Chicago, moved to larger quarters at present address, 30 N. LaSalle St.

Conklin Mann Co., N. Y., is successor to dissolved partnership of Conklin Mann & Son. All partners remain with corporation as directors and officers, and Henry Carleton, Earl Edgar, Henry Pendzick and Nathaniel Mann II elected vice presidents.

Hege, Middleton & Neal, Greensboro, N. C., **Campbell-Mithun Inc.,** Minneapolis, **Beam & Milici Adv.,** Honolulu, **Warner & Todd Inc.,** St. Louis, and **Hoag & Provandie Inc.,** Boston, elected to membership in American Assn. of Advertising Agencies.

AFM LOCAL 47 SPLIT ON TRUST FUND

Faction under Hollywood Vice President Read opposes policy of having trust fund receive extra music fees from movie adaptations for tv. Fight due to erupt at membership meeting today.

ALTHOUGH it was learned last week that the International Executive Board of the American Federation of Musicians has denied a plea by Hollywood Local 47 for amendment of the music performance trust funds [B•T, Jan. 30], the fight over the issue continues to rage within Local 47 and is expected to explode today (Monday) at a general membership meeting scheduled at the Hollywood Palladium.

In effect, the authority of AFM President James C. Petrillo and the very existence of the trust fund have been challenged.

Involved in the dispute is the policy of AFM to funnel into the trust fund the extra music payments created when movies are released to television. A faction within Local 47, headed by Vice President Cecil F. Read, contends that Hollywood musicians are entitled to the extra payments just as other workers in the movie industry receive added compensation when a feature film is released to television. He contends the Hollywood musicians contribute the most to trust funds and get practically nothing in return.

Most other officers of Local 47, however, headed by President John teGroen, are opposing Mr. Read in the fight and charge him with personal political ambition. While they agreed to soliciting the International Board on the matter, they decided to abide by the ruling since this is the second time in five years that they have been overruled on this issue.

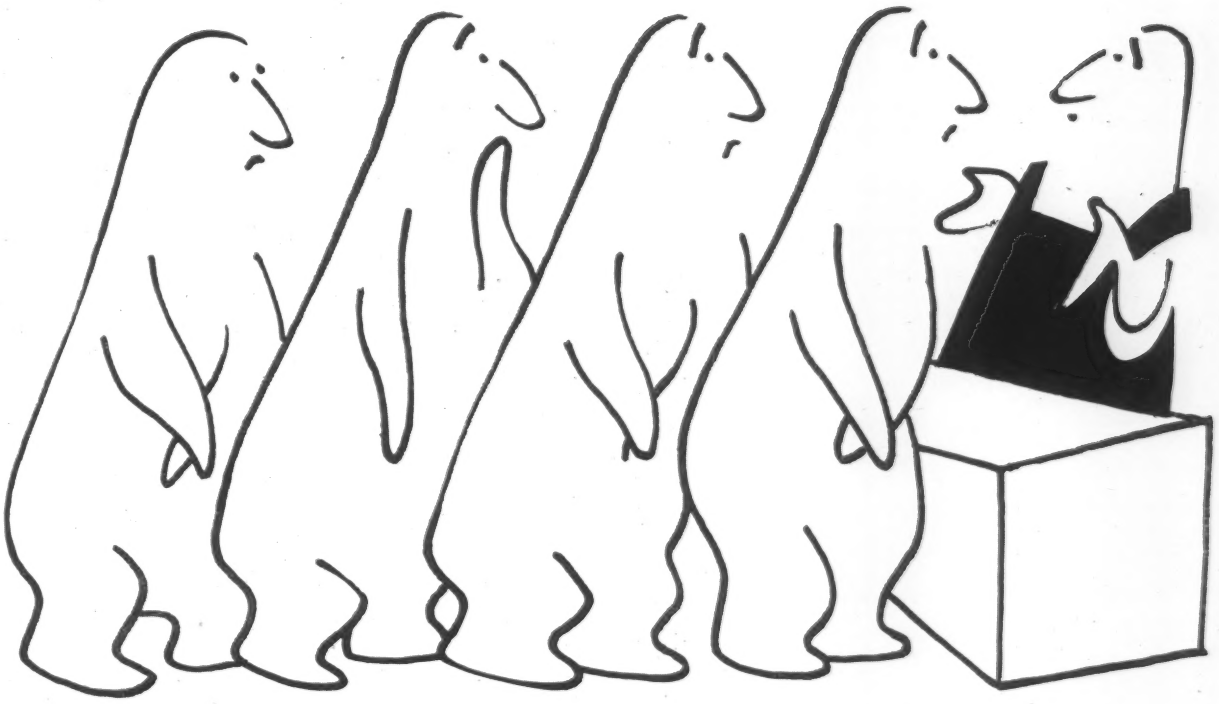
Read's Contentions

Mr. Read, who gives his official report to the membership today, personally appeared before the International Board in New York several weeks ago. He told the Board that Hollywood musicians lost $2 million in 1955 alone as a result of the payment of the extra money into the tv trust fund. He said Local 47 contributes 33% of all money paid into the national recording trust fund and 97% of all money paid into the tv trust fund, but it is understood his estimates, based on a study conducted by Facts Consolidated Inc., were discounted by the board. Mr. Read contends that more than half of all money put in AFM trust funds come from Local 47.

When a film is released to television, the trust fund receives 5% of the gross plus a $25 "re-scoring" fee for each musician who performed in the original production. The 5% formula was established in 1951. Prior to last June, the $25 re-scoring payment was given to the musicians personally, but under a new AFM policy since then this money also goes into the trust fund on the theory the payment is not wages and the musician was paid for the product once. When a film is "re-scored" for tv, the musicians do not do any actual additional work since the sound track is retained without any alterations.

The International Board's reply to the demands of Local 47 as presented by Mr. Read was released to B•T Thursday with Mr. Petrillo's express permission. The letter, signed by AFM Secretary Leo Cluesmann, disclosed the

Another thinly disguised WJR success story



We got a little behind in our overalls

We've said it before: If you've got something to sell on WJR, just be sure you've got enough to go around. Here's why we say it again:

A man who makes overalls bought a 13-week campaign on WJR to help move his jeans.

He renewed 13 weeks later. With his new contract came two commercials asking people to please be patient about one brand he'd featured on the earlier schedule. The factory was a month behind on orders.

"This," he wrote happily, "is truly a fine testimonial to the results obtained over your station."

For, as Alfred Politz Research, Inc. discovered in a recent comprehensive survey of radio listeners in the area, there's no medium as well attended as WJR, Detroit.

Politz measured a four-state portion of the primary coverage area. He found that 41 percent of all listeners *keep* their dials at WJR. The rest are split between 196 other stations.

There isn't another single unit medium of any kind that can reach as many buyers in the market as WJR, and the 16,000,000 people in our coverage area buy a lot of overalls—and a lot of cars, toothpaste, razor blades and gumdrops.

Your advertising manager is really up to date on WJR if he has read the new Politz study.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts CBS Radio Network

Don't be left out in the cold—prevent home fires

five specific requests made by Local 47. These included:

"(1) Raises in the record industry scales, now 21%, be given to the recording musician instead of to the trust fund.

"(2) Re-scoring fees, motion picture theatrical films to tv use, $25 per man per film, be paid to those recording the original sound track, and immediate action be taken to stop payment of 're-scoring' fees to the trust fund and to recover such fees as have been diverted to this fund since June 1955.

"(3) Re-use fees for transcribed radio 'closed-end' shows (consistent with what the advertiser can pay) be paid to the recording musician instead of to the trust fund.

"(4) Enact a new policy or code for recording for tv film that would (a) lower the total music cost per film, thus making it possible to compete on an economic basis as well as a quality basis for the employment now being lost to 'imported' or 'library' sound track; (b) provide for payments for 're-runs' to be made to the musicians recording for the film being re-run, instead of payments to the trust fund.

"(5) A definite statement of Federation policy recognizing individual 'performance rights' in recorded music; efforts in line with the recommendation made in this report to establish those 'rights'; negotiating contracts and agreements requiring payment to the individual musician when his recorded services are 're-used,' 'transferred' or otherwise commercially exploited."

In its answer to these requests, the AFM letter pointed out that the figure of 21% described as a recording scale raise "is erroneous. This was not negotiated as a wage scale raise but is specifically referred to in the contract as a contribution to the trust fund."

The AFM letter informed Local 47 that "the entire matter is thoroughly discussed and it is found that various requests have for their ultimate purpose, payments to the individual musicians who did the recording, instead of to the trust fund, and diverting the money now in the fund to such musicians, thus resulting in the discontinuance of the fund.

"This would mean that many musicians throughout the country would be deprived of the little employment made possible by the fund and for which the recording industry acknowledges it owes an obligation.

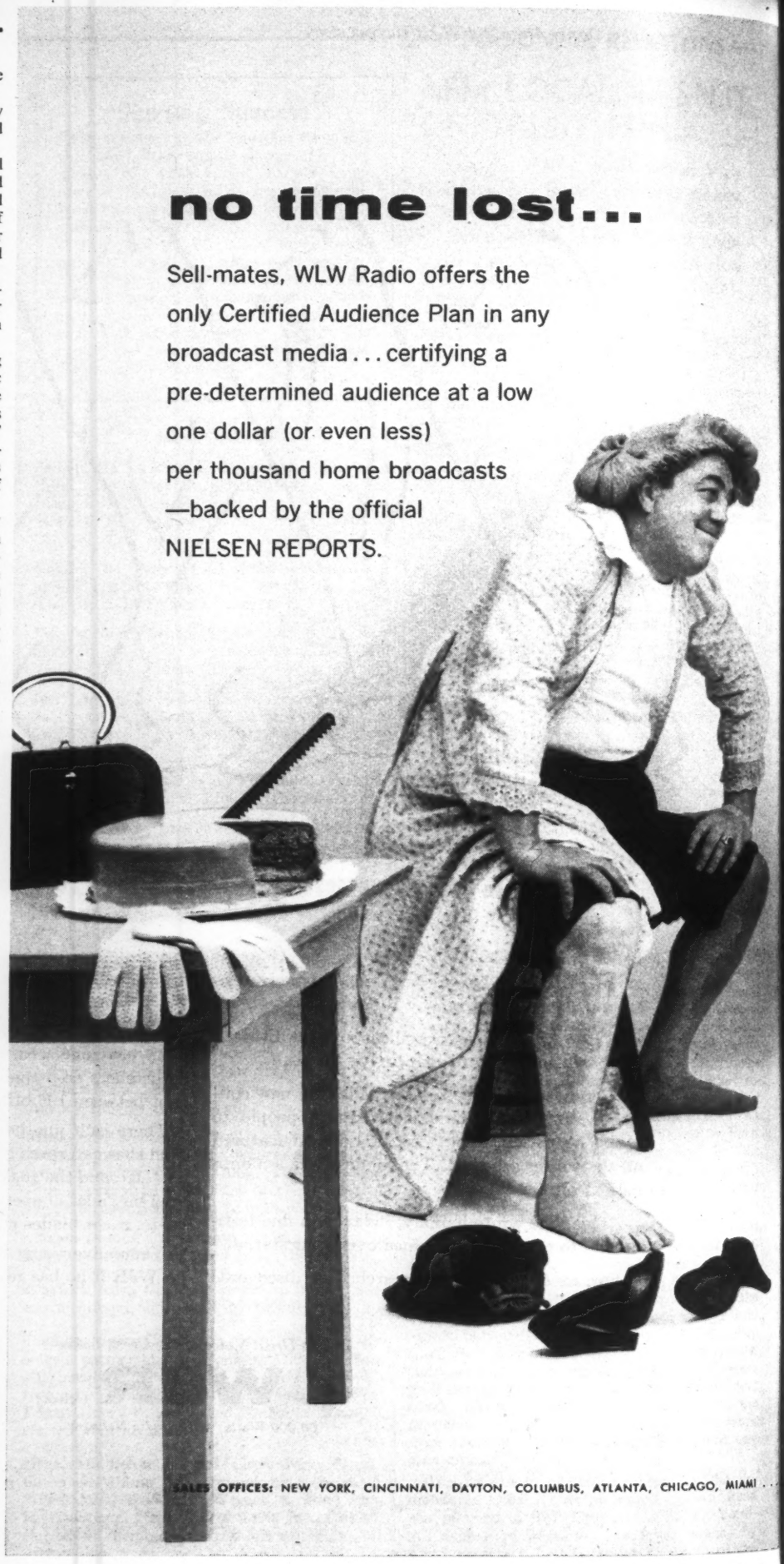
"To grant the requests of Local 47 would wipe out the fund, thereby depriving musicians all over the country of this little employment, and turn the money over to the already well-paid musicians who do the recording and produce the mechanical music."

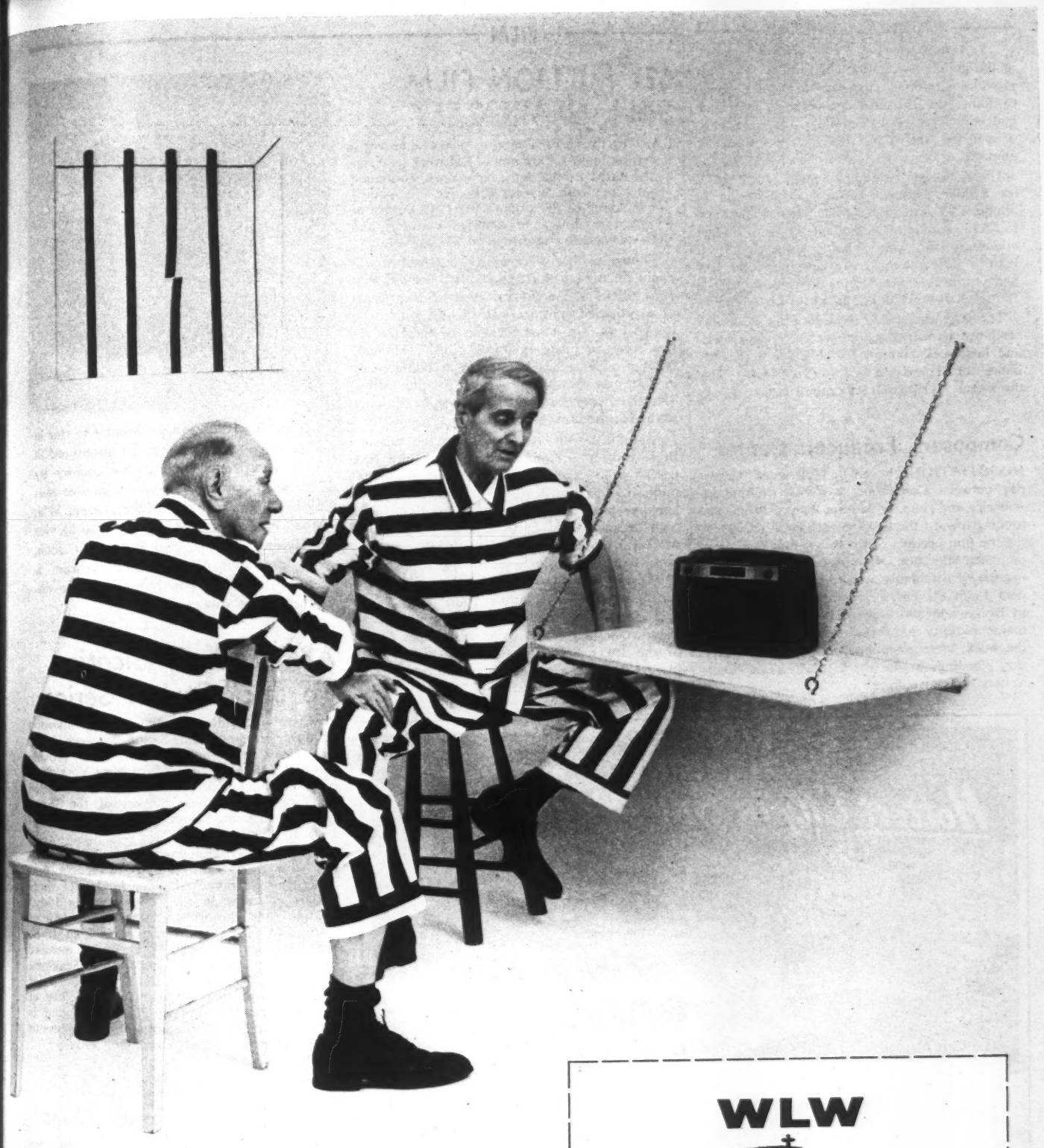
"Vigorous opposition" to any movement which would weaken or destroy the trust fund is contained in a resolution signed Feb. 18-19 in Bakersfield, Calif., by all delegates attending the 18th annual conference of 29 AFM locals from California, Arizona and Nevada. New Mexico locals also attended. Local 47 officials opposing Mr. Read predicted the resolution would be copied by other conferences nationally.

Freelance Tv Writers Get 20% Wage Increase

FREELANCE WRITERS for television films will operate under a new contract signed last week by the major movie studios and Writers Guild of America West, providing a 20% wage increase for about 200 Hollywood writers.

The agreement is retroactive to last Nov. 17 and runs until Jan. 15, 1960, according to Charles Boren, vice president in charge of industrial relations for the Assn. of Motion Picture Producers, and Donn Mullally, chairman


no time lost...
Sell-mates, WLW Radio offers the only Certified Audience Plan in any broadcast media . . . certifying a pre-determined audience at a low one dollar (or even less) per thousand home broadcasts —backed by the official NIELSEN REPORTS.
SALES OFFICES: NEW YORK, CINCINNATI, DAYTON, COLUMBUS, ATLANTA, CHICAGO, MIAMI . . .



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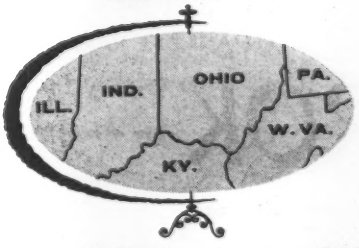


radio world

. . . . CROSLEY BROADCASTING CORPORATION A DIVISION OF AVCO MANUFACTURING CORPORATION

of the guild's negotiating committee. The pact provides minimum payments to writers on all tv films, divided into low budget and high budget categories and graduated on the basis of whether the films run 15, 30, 60 or 75 minutes or longer.

High budget minimums range from $160 for a quarter-hour film story to $750 for 75 minutes; $520 to $2,300 for teleplays, and $600 to $2,750 for stories and teleplays. Low budget minimum for quarter-hour story is $145. Figures differentiating between high and low budget films are $16,500 for quarter-hour, $27,500 for half-hour and $52,250 for hour films.

The guild meanwhile is negotiating a similar freelance agreement with the television networks and last week commenced talks with the Alliance of Television Film Producers. The three-year ATFP contract expired last week.

Composers, Producers Confer

NEGOTIATIONS began in Hollywood Thursday between Composers & Lyricists Guild of America and Assn. of Motion Picture Producers looking toward the first industry contract covering the film product of the major movie studios, including television. Heretofore composers have negotiated personally, according to Guild president Leith Stevens, representing 400 members in Hollywood and New York. Talks with the major radio-tv networks, scheduled earlier in the week, were postponed because of intervention pleadings before the NLRB by the Songwriters Protective Assn.

$21 MILLION FILM SALE NEARLY SET

LARGEST sale of a motion picture library to television appeared imminent last week as Associated Artist Productions, New York, continued negotiations with Warner Bros. for the acquisition by AAP of the studio's pre-1949 library of 850 feature films and assorted cartoons and short subjects for an estimated $21 million.

Though neither Warner Bros. nor AAP would comment on the transaction, B•T learned that both parties are in general agreement on terms of a proposed contract, with details still to be ironed out. An announcement of the transaction may be made this week. Eliot Hyman, AAP president, has had frequent conferences in the past few months with Warner Bros. officials, though he had tried to obtain tv rights to the feature films as far back as 1953.

Associated with Mr. Hyman in the Warner Bros. project is Lou Chesler, a wealthy Canadian who reportedly has extensive mining interests. Lehman Bros., New York investment banking firm, has participated in discussions with Warner Bros. executives, and reportedly will arrange the financing of part of the transaction. Ben Kalmenson, executive vice president of Warner Bros., has been the chief negotiator for the studios.

If completed, the transaction would overshadow the acquisition by C & C Super Corp. of the RKO Radio Pictures backlog of 650 feature films plus cartoons and short subjects, for $15.2 million [B•T, Jan. 6, 1956].

SIGNING of Rosemary Clooney to star in 39 half-hour tv films—to be sponsored in 52 key markets around the country by Foremost Dairies Inc.—took place at Miss Clooney's Beverly Hills, Calif., home. With Miss Clooney are Mickey Rockford (l), vice president of MCA, and Richard St. John, vice president of the Guild, Bascom & Bonfigli agency, San Francisco, who negotiated the sale.

ABC Film Syndication To Back Stoloff Series

ABC Film Syndication Inc., and Hollywood producer-director Victor Stoloff last week signed an agreement whereby ABC will provide through Bankers Trust Co. of New York 50% of the financing for 23 half-hour films based on the plain clothes division of the Royal Canadian Mounted Police. The new series will be titled *The Force*.

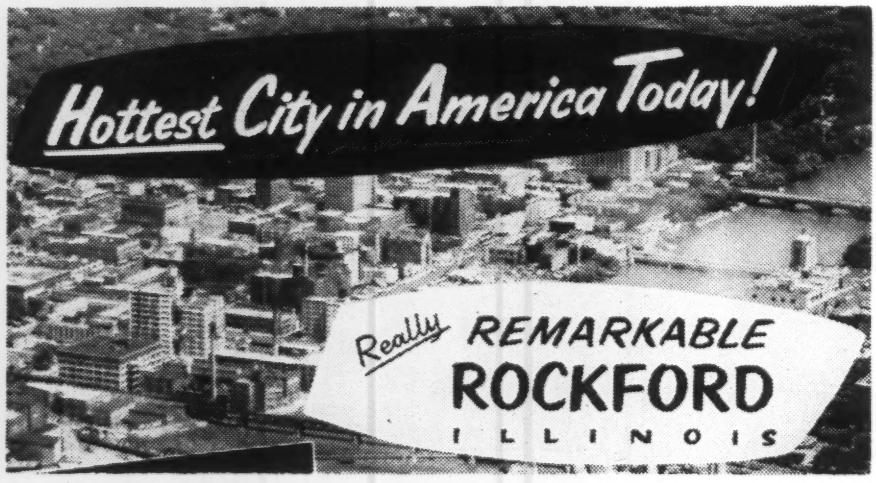
Mr. Stoloff is arranging the remaining financing with S & S Films Ltd., Canadian firm which last year backed color filming of three initial programs in the series starring Lloyd Bridges. Mr. Stoloff is executive president of S & S Films. Other directors include J. K. Sims, attorney, president; W. D. Butler, member of Canadian Parliament, and Frowde Seagram, president of Dominion Life Insurance Co. of Canada. Mr. Stoloff has taken an office at General Services Studios, Hollywood, and is preparing scripts for the remaining 23 shows to be filmed in the next six months.

WOR-TV Pays $198,000 To NTA for Selznick Films

PURCHASE of 10 David Selznick productions by WOR-TV New York from National Telefilm Assoc., New York, for $198,000 was announced last week by Gordon Gray, general manager of the station, and Ely Landau, president of NTA.

Mr. Gray said the price per picture paid by WOR-TV for the Selznick films "exceeds by at least 50% previous prices paid by local stations anywhere." The station has obtained exclusive tv rights to the pictures in New York for two and one half years.

The films, which will be shown on WOR-TV's *Million Dollar Movie* program, are "Since You Went Away," with Jennifer Jones, Claudette Colbert, Joseph Cotten, Lionel Barrymore



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MEMO
TO:
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FROM:
John Stanbery
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John
Collins Radio Company
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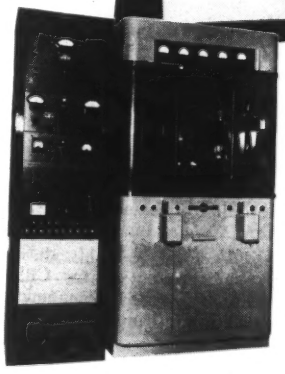
Knoxville, Tennessee
Attention: John F. Stanbery
Dear John:
Now that our installation is complete, we of WSAC want to express our appreciation to Collins for the outstanding performance of our Collins equipment.
We purchased the 20V transmitter because of your excellent "hi-fi" specifications and recommendations from other Collins equipped stations, and we discovered Collins quality was beyond all expectations.
WSAC rates the Collins 20V the best 1KW transmitter available.
Sincerely,
FORT KNOX BROADCASTING CORP.
W. J. Harris
W. J. "Bill" Harris
General Manager
WJH:lh
FORT KNOX BROADCASTING CORP., FORT KNOX, KY.



ANOTHER STATION SWINGS TO COLLINS 20V

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COLLINS

and Shirley Temple; "Notorious," with Cary Grant and Ingrid Bergman; "The Farmer's Daughter," with Loretta Young, Joseph Cotten and Ethel Barrymore; "Portrait of Jennie," with Jennifer Jones, Joseph Cotten and David Wayne; "The Paradine Case," with Gregory Peck, Ann Todd and Charles Laughton; "I'll Be Seeing You," with Ginger Rogers, Shirley Temple and Joseph Cotten; "The Spiral Staircase," with Dorothy McGuire, George Brent and Ethel Barrymore; "Garden of Allah," with Marlene Dietrich and Charles Boyer; "A Bill of Divorcement," with Katherine Hepburn and John Barrymore; "Intermezzo," with Ingrid Bergman and Leslie Howard.

An unusual feature of the agreement between NTA and WOR-TV is permission to show "Since You Went Away," which has a running time of 171 minutes, in two parts. Mr. Selznick will film a special introduction to the second half of the picture in order to make it a complete unit.

PRINCIPALS in Vitapix Corp.-Hal Roach Studios joint film distribution-production project [B•T, Feb. 20] are (l to r): John E. Fetzer, Fetzer Stations, Vitapix chairman; Hal Roach Jr., new Vitapix vice president, and Kenyon Brown, KFEQ-TV St. Joseph, Mo.

JUDGE RESERVES DECISION IN CASE AGAINST HOOKER

NEW YORK Supreme Court Justice Aron Steuer reserved decision Feb. 20 in an action brought by New York State seeking a permanent injunction against Film Network Inc. and Master Television Inc., both New York, which are charged with fraudulent representations in stock sales. The state had obtained a temporary injunction against the companies last December [B•T, Dec. 12, 1955] holding up such representations.

During the trial which opened Feb. 17, Special Deputy Attorney General David Clurman and Assistant Attorney General Leonard E. Russack sought to prove through testimony of various witnesses that the companies, through West Hooker, their president, had violated provisions of the general business law by failing to file dealer's notice for stock sales, and also that Mr. Hooker had made "false, misleading, deceptive and fraudulent misrepresentations" to prospective stockholders.

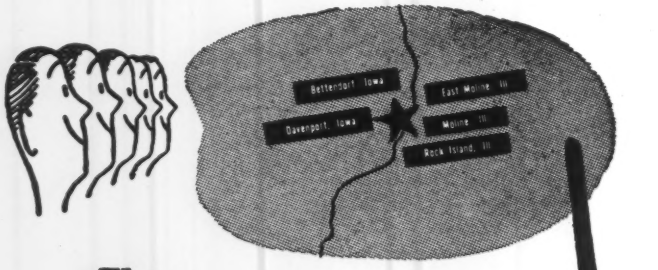
The witnesses included Dwight Martin, vice president of RKO Teleradio Pictures, who said he had discussions with Mr. Hooker in 1952 or 1953 with respect to financial participation by his (Mr. Martin's) company (then known as General Teleradio Inc.) in Mr. Hooker's projects. Mr. Martin added there had been "no firm commitment" and no contracts had been signed, pointing out that GT's participation was contingent on Mr. Hooker's securing other financial cooperation. David Melamed, treasurer of Pathe Labs, testified that his company had agreed to finance one-third of Mr. Hooker's projected production schedule, providing two-thirds of the funds were raised from other sources. He stressed that Pathe never had signed a contract with Mr. Hooker.

Through this testimony and that of other witnesses, the state attempted to show that statements made by Mr. Hooker in literature sent to prospective stockholders were "misleading."

Under questioning of his attorney, L. Roy Glass, Mr. Hooker gave testimony calculated to show his companies were not stock brokers because they had not sold stock to the public. He contended that all funds for Film Network Inc., a distribution company, had been raised by private sale and testified that no monies had been raised for Master Television, established as a production firm.

Mr. Hooker also claimed that what the State kept referring to a "prospectus" actually was "a preliminary draft" of his proposed activities. He denied making "fraudulent representations" in his literature and insisted it was not his intention to "mislead" readers.

By common consent, the trial did not touch upon Mr. Hooker's religious and political views. He had claimed earlier that this action by the Attorney General's office stemmed from "pressure" brought against him by the Anti-Defamation League of B'nai B'rith because of his professed "anti-Jewish" convictions. The state repeatedly has contended that "we are not interested in Mr. Hooker's religious and political views. This is a stock fraud case."



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CBS Television Film Sales Plans Promotion With 'Time'

THOSE who view and buy, can then read, in a new promotional tie-up between CBS Television Film Sales Inc. and *Time* magazine, announced last week. Under the plan, sponsors of the film concern's new *Under the Sun* series, have an opportunity to give away free six-month subscriptions of *Time* to qualified customers.

As described by Fred J. Mahlstedt, director of operations and production for CBS Television Film Sales, the sponsor announces that any customer who, for example, opens a new account, buys 10 gallons of gas or in some way indicates interest in the product, is eligible to receive the subscription. He first must fill out a *Time* prepared current events quiz, which he sends to the magazine in New York. If found satisfactory, *Time* sends a subscription to the customer. No cost will be involved for the sponsor.

Time people who worked out the arrangement with CBS Television Film Sales were Nicholas Samstag, promotion director, and Bernard Auer, circulation director.

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN JANUARY

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK — SEVEN-STATION MARKET

1.	Highway Patrol (Ziv)	Mon.	7:00	WRCA-TV	16.3
2.	Guy Lombardo (MCA-TV)	Thurs.	7:00	WRCA-TV	14.2
3.	Amos 'n' Andy (CBS Film)	Sun.	2:00	WCBS-TV	13.9
4.	Great Gildersleeve (NBC Film)	Tues.	7:00	WRCA-TV	13.2
5.	Star and the Story (Official)	Sat.	7:00	WRCA-TV	13.1
6.	Superman (Flamingo)	Mon.	6:00	WRCA-TV	11.8
7.	Science Fiction Theatre (Ziv)	Fri.	7:00	WRCA-TV	11.3
8.	Confidential File (Guild)	Wed.	9:00	WPIX-TV	10.0
	Looney Tunes (Guild)	M.-F.	6:30	WABD-TV	10.0
10.	Rheingold Theatre (Official)	Mon.	10:30	WRCA-TV	9.7

LOS ANGELES — SEVEN-STATION MARKET

1.	Superman (Flamingo)	Sat.	7:00	KTTV	22.8
2.	Life of Riley (NBC Film)	Mon.	8:30	KTTV	21.6
3.	Badge 714 (NBC Film)	Sat.	7:30	KTTV	20.9
4.	Highway Patrol (Ziv)	Mon.	9:00	KTTV	20.4
5.	Susie (TPA)	Sat.	8:00	KTTV	18.6
	Amos 'n' Andy (CBS Film)	Sun.	5:30	KNXT	18.6
7.	My Little Margie (Official)	Mon.	7:30	KTTV	17.1
8.	Confidential File (Guild)	Sun.	9:30	KTTV	15.9
9.	Life With Father (CBS Film)	Fri.	7:00	KNXT	15.4
10.	Annie Oakley (CBS Film)	Thurs.	7:00	KTTV	15.1

MINNEAPOLIS-ST. PAUL — FOUR-STATION MARKET

1.	I Led Three Lives (Ziv)	Tues.	9:30	KSTP-TV	21.9
2.	Hopalong Cassidy (NBC Film)	Sat.	6:00	WCCO-TV	20.4
3.	Wild Bill Hickok (Flamingo)	Sat.	5:30	WCCO-TV	19.3
4.	Badge 714 (NBC Film)	Mon.	9:30	KSTP-TV	16.8
5.	Cisco Kid (Ziv)	Sat.	4:30	WCCO-TV	15.6
6.	Highway Patrol (Ziv)	Thurs.	10:00	WCCO-TV	14.5
7.	Confidential File (Guild)	Sat.	10:00	WCCO-TV	14.4
8.	Annie Oakley (CBS Film)	Sat.	4:00	WCCO-TV	14.0
9.	Buffalo Bill, Jr. (CBS Film)	Sat.	11:30	WCCO-TV	13.7
10.	Western Marshal (NBC Film)	Sat.	5:00	WCCO-TV	12.4
	Mr. District Attorney (ZIV)	Wed.	10:30	KSTP-TV	12.4

SEATTLE-TACOMA — FOUR-STATION MARKET

1.	Life of Riley (NBC Film)	Thurs.	7:30	KING-TV	37.2
2.	Death Valley Days (M-E)	Sun.	9:00	KING-TV	35.1
3.	Highway Patrol (Ziv)	Thurs.	7:00	KOMO-TV	32.9
4.	My Little Margie (Official)	Mon.	7:00	KOMO-TV	24.5
5.	Mr. District Attorney (Ziv)	Fri.	9:00	KING-TV	23.9
6.	Western Marshal (NBC Film)	Wed.	6:00	KING-TV	23.6
7.	Annie Oakley (CBS Film)	Fri.	6:00	KING-TV	23.5
8.	Badge 714 (NBC Film)	Fri.	9:30	KING-TV	23.0
9.	Superman (Flamingo)	Tues.	6:00	KING-TV	21.5
	Wild Bill Hickok (Flamingo)	Thurs.	6:00	KING-TV	21.5

CHICAGO — FOUR-STATION MARKET

1.	Secret Journal (MCA)	Sat.	10:00	WNBQ	24.5
2.	Cisco Kid (Ziv)	Sun.	5:00	WBKB	23.9
3.	Science Fiction Theatre (Ziv)	Sat.	10:30	WNBQ	23.2
4.	Highway Patrol (Ziv)	Thurs.	9:00	WBKB	17.4
5.	Superman (Flamingo)	Sat.	5:00	WBKB	17.2
6.	Champ. Bowling (Schwimmer)	Tues.	10:30	WNBQ	16.3
7.	Little Rascals (Interstate)	M.-F.	4:00	WBKB	16.2
8.	Studio 57 (MCA)	Tues.	10:00	WBKB	15.7
	D. Fairbanks Presents (ABC)	Thurs.	10:00	WBKB	15.7
10.	Soldiers of Fortune (MCA)	Sun.	5:30	WBKB	14.5

WASHINGTON — FOUR-STATION MARKET

1.	Superman (Flamingo)	Tues.	7:00	WRC-TV	26.0
2.	Sherlock Holmes (UM&M)	Mon.	7:00	WRC-TV	20.8
3.	Wild Bill Hickok (Flamingo)	Thurs.	7:00	WRC-TV	19.6
4.	Amos 'n' Andy (CBS Film)	Tues.	7:30	WTOP-TV	18.9
5.	Waterfront (MCA)	Tues.	10:30	WTOP-TV	17.6
6.	Ramar of the Jungle (TPA)	Wed.	7:00	WTOP-TV	17.1
	Badge 714 (NBC)	Fri.	7:00	WRC-TV	17.1
8.	Buffalo Bill Jr. (CBS Film)	Thurs.	6:00	WMAL-TV	16.3
9.	Little Rascals (Interstate)	Wed.	7:00	WRC-TV	15.7
	Jungle Jim (Screen Gems)	Fri.	6:00	WMAL-TV	15.7
	Annie Oakley (CBS Film)	Fri.	7:00	WTOP-TV	15.7

ATLANTA — THREE-STATION MARKET

1.	Amos 'n' Andy (CBS Film)	Sun.	7:00	WAGA-TV	34.7
2.	Superman (Flamingo)	Wed.	7:00	WSB-TV	29.5
3.	City Detective (MCA-TV)	Sat.	11:00	WSB-TV	24.0
4.	Annie Oakley (CBS Film)	Mon.	6:00	WLWA	22.0
5.	Kit Carson (MCA-TV)	Tues.	6:00	WLWA	21.1
6.	Jungle Jim (Screen Gems)	Mon.	6:30	WLWA	20.7
7.	Wild Bill Hickok (Flamingo)	Thurs.	6:00	WLWA	20.4
8.	Science Fiction Theatre (Ziv)	Tues.	7:00	WAGA-TV	20.0
9.	Mr. District Attorney (Ziv)	Tues.	10:30	WAGA-TV	19.1
	Western Marshal (NBC Film)	Sun.	6:00	WLWA	19.1

CLEVELAND — THREE-STATION MARKET

1.	Annie Oakley (CBS Film)	Sat.	6:30	WXEL	29.4
2.	Soldiers of Fortune (MCA-TV)	Thurs.	7:00	WNBK	25.6
	Range Rider (CBS Film)	Sun.	7:00	WEWS	25.6
4.	Science Fiction Theatre (Ziv)	Tues.	7:00	WNBK	20.7
5.	Buffalo Bill Jr. (CBS Film)	Sat.	5:30	WXEL	20.3
6.	Badge 714 (NBC Film)	Fri.	7:00	WXEL	20.1
7.	Little Rascals (Interstate)	M.-F.	4:30	WEWS	18.5
8.	Amos 'n' Andy (CBS Film)	Fri.	7:00	WNBK	17.7
9.	Secret Journal (MCA-TV)	Fri.	9:00	WEWS	17.6
10.	Cowboy G-Men (Flamingo)	Mon.	7:00	WNBK	16.1

BOSTON — TWO-STATION MARKET

1.	Waterfront (MCA)	Sun.	7:00	WNAC-TV	28.7
2.	I Led Three Lives (Ziv)	Mon.	7:00	WNAC-TV	27.7
3.	Man Behind the Badge (MCA)	Sun.	10:30	WNAC-TV	27.1
4.	Superman (Flamingo)	Fri.	6:30	WNAC-TV	26.8
5.	Wild Bill Hickok (Flamingo)	Tues.	6:30	WNAC-TV	26.4
6.	Range Rider (CBS Film)	Sun.	7:00	WBZ-TV	26.2
7.	Mr. District Attorney (Ziv)	Tues.	10:30	WNAC-TV	23.7
8.	Badge 714 (NBC Film)	Wed.	6:30	WNAC-TV	21.3
9.	Ellery Queen (TPA)	Fri.	10:30	WNAC-TV	21.2
10.	Western Marshal (NBC Film)	Wed.	7:30	WNAC-TV	20.0

DAYTON — THREE-STATION MARKET

1.	Highway Patrol (Ziv)	Tues.	9:00	WHIO-TV	38.7
2.	City Detective (MCA-TV)	Tues.	7:30	WHIO-TV	29.4
3.	Man Behind the Badge (MCA-TV)	Fri.	10:30	WHIO-TV	28.3
4.	Gene Autry (CBS Film)	Thurs.	7:00	WHIO-TV	25.9
5.	Annie Oakley (CBS Film)	Fri.	6:00	WLWD	21.8
6.	Stories of the Century (Hollywood)	Sat.	7:00	WHIO-TV	21.3
7.	Wild Bill Hickok (Flamingo)	Thurs.	6:00	WLWD	19.8
8.	Racket Squad (ABC Film)	Tues.	7:00	WHIO-TV	18.9
9.	Mobil Theatre (ABC Film)	Wed.	7:00	WLWD	18.2
10.	Patti Page (GAC)	Tues.	6:45	WHIO-TV	18.1

Six New Salesmen Appointed To Various MCA-TV Offices

MCA-TV, distributor of 21 syndicated telefilms, has announced the appointment of six new salesmen to various branches of the company.

Frank Fitzgerald, former NBC Radio account executive, will report to Aaron Beckwith, vice president in charge of the New York office.

Vincent Ramos will headquarter in New York with the international department under Tom McManus, vice president in charge of international sales. Mr. Ramos formerly was vice president of Caribbean Networks Inc.

Colm O'Shea is to report to Stu Smith of MCA Canada, Toronto. Mr. O'Shea was with All-Canada Inc. before coming to MCA.

Will Thomas joins the West Coast branch of MCA-TV in Beverly Hills, Calif., under Robert Greenberg, vice president in charge of the Western Div.

Paul Weiss has been added to the Minneapolis sales staff. Mr. Weiss, previously with Columbia Pictures, will report to John Rohrs, vice president in charge of the midwestern region.

Allen Green has been appointed administrative assistant to Mr. Rohrs and will work in the Chicago office.

Monogram Sued on Tv Issue

CHARGE of illegal release of films to television is contained in a $950,000 damage suit filed in Superior Court at Santa Monica by actor Gilbert Roland against Monogram Pictures Corp. The complaint contends a tv version of each of six "Cisco Kid" features was made with the main character names of Cisco and Pancho changed to Chico and Pablo. Mr. Roland charges tv rights were not included in a contract for pre-1948 pictures.

Roach Tv Film Unit Enlarged

EXPANSION of television commercial production facilities at Hal Roach Studios, Culver City, Calif., was announced last week by Cecil Underwood, department manager, with a new $210,000 sound stage to be constructed within the next six months. A separate art department also will be provided. The tv commercial department had billings of $1.25 million last year, B•T was told, with January business this year 55% above that of January 1955.

Swift-Chaplin Stops Animation

SWIFT-CHAPLIN Productions, Hollywood, has announced it has stopped animated production and is subcontracting such work. The action followed a dispute with the Screen Cartoonists Guild.

FILM PEOPLE

Phillip Patton, executive producer of ABC-TV *Super Circus,* to Kling Film Productions, Chicago, tv commercial company, as director.

Frank Doyle, associate producer, Stuart Reynolds Productions, L. A., to Albert C. Gannaway Productions, that city, as vice president in charge of production.

Hal Persons, formerly with advertising staff of *Radio-Television Daily,* appointed advertising and sales promotion manager, Circle Film Labs, N. Y.

Helen Grayson, with MCA-TV Film Syndication Div., N. Y., since 1953, appointed supervisor of sales promotion. **Ronald B. Leif,** research department, promoted to supervisor of research.

DELEGATES TO HAVE RADIO, TV CHOICE AT NARTB APRIL 15-19 CHICAGO MEET

Agenda for 34th annual convention, to be held at Chicago's Conrad Hilton Hotel, will be split to allow members to attend either radio or tv management and engineering sessions.

RADIO and tv will be cross-programmed at the April 15-19 NARTB annual convention in Chicago, giving delegates a choice of either radio or tv management and engineering sessions at the Conrad Hilton Hotel.

The specialized agenda for the 34th annual meet includes tv management programming Wednesday, April 18, and radio management discussions the next day. Tv delegates taking in the management program Wednesday can attend tv technical sessions the following day. Radio delegates will attend technical meetings Wednesday and management discussions Thursday, final day of the convention.

Basic format for the convention was drawn up Thursday by the NARTB Convention Committee, meeting at Washington headquarters. Committee co-chairmen are E. K. Hartenbower, KCMO Kansas City, retiring vice chairman of the Radio Board, and Campbell Arnoux, retiring vice chairman of the Tv Board.

Convention events will start Sunday, April 15, with group sessions and the annual NARTB golf tournament for the B•T trophies. Closing event will be the Thursday banquet.

Pre-keynote events Monday include an fm station meeting in the morning; tv membership business meeting in the afternoon and a labor relations clinic. The 10th annual Broadcast Engineering Conference opens Monday morning with welcome by Raymond F. Guy, NBC, and A. Prose Walker, NARTB manager of engineering. Chairman of the engineering program committee is Williard J. Purcell, WGY Schenectady, N. Y. This committee approved its agenda at a Feb. 15 meeting in Washington [B•T, Feb. 20].

Monday evening includes a BMI dinner and reception by Music Corp. of America.

Formal Start Tuesday

Formal opening of the convention is scheduled Tuesday morning. After preliminary business, Robert E. Kinter, ABC president, will deliver the keynote address and receive the NARTB's fourth annual keynote award from President Harold E. Fellows. Engineering delegates will join management in all of the Tuesday events.

FCC Chairman George C. McConnaughey will be the Tuesday luncheon speaker, with one of the current Voice of Democracy contest winners appearing on the program.

Tuesday afternoon will feature a freedom of information presentation, showing the rapid progress in this field since the 1955 convention. The entire FCC membership will take part in a panel discussion moderated by Mr. Fellows. An engineering reception will be held after the afternoon meeting.

The convention splits into tv management and radio engineering units Wednesday. The management program includes a half-hour presentation on the NARTB Television Code; a new feature, station film policy forum, and finally a forum on color tv management problems. President Fellows will deliver the luncheon address.

Wednesday afternoon the management group will discuss political telecasts and hear a sales presentation by Television Bureau of Advertising. A joint film reception will follow. Main event of the evening will be the annual Radio Pioneers dinner.

Management sessions Thursday will open with an address on radio's role in the media world and in the nation's life. A panel discussion on selection and motivation of sales personnel is scheduled, followed by sessions on the future of radio audience research, standards of practice, audience promotion and an outline of plans for National Radio Week. Luncheon speaker has not been announced. The afternoon will be devoted to a business session and sales presentation by Radio Advertising Bureau.

Pre-registration forms, mailed last week, specify a pre-registration fee of $25, or $27.50 for those registering at the convention. Final day for pre-registration is April 2, according to C. E. Arney Jr., NARTB secretary-treasurer. The fee includes Tuesday, Wednesday and Thursday luncheons. A separate engineering luncheon is planned Monday. Banquet and engineering reception fees are in addition to the registration charge.

Seating capacity for the annual banquet is 1,446. Tickets are sold on a first-come-first-served basis.

Besides the heavy equipment and light equipment service exhibits, NARTB will hold a special public service exhibit in the Normandy room, near the Conrad-Hilton ballroom. The Advertising Council will endorse 45 public service and government displays. Heavy equipment will be shown in the lower lobby, with light equipment and services displayed on the fifth and sixth floors.

A number of film exhibitors have decided to base their convention activity in hospitality suites instead of using the fifth and sixth floor rooms where about a hundred displays will be shown. Their hospitality suite displays will provide limited chance for product promotion since low-audio rules will be enforced.

Attending the Thursday convention committee meeting, besides the co-chairmen, were Henry B. Clay, KWKH Shreveport, La.; William Holm, WLPO LaSalle, Ill.; E. K. Jett, WMAR-TV Baltimore; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Glenn Snyder, WLS Chicago, and Edward A. Wheeler, WEAW Evanston, Ill. Participating for the NARTB staff were President Fellows; Howard H. Bell, his assistant; Thad H. Brown Jr., tv vice president; John F. Meagher, radio vice president; Mr. Arney; Robert K. Richards, consultant, and Joseph M. Sitrick, publicity-information manager.

Agenda for the engineering conference:

Monday morning—NBC network color studio design, construction and operation; station color lighting, Edward Tong, Chester A. Rackey and Donald Castle, WDSU-TV New Orleans; new tv transmitter monitor, C. A. Cady, General Radio Co.; lining up color cameras, NBC staff; problems in alignment and use of color tv receivers, RCA staff.

Monday luncheon—Dr. Wm. L. Everett, U. of Illinois, speaker.

Monday afternoon—Compact plug-in color video equipment, W. B. Whalley, CBS Television; integration of color equipment, A. F. Inglis, RCA; techniques of color film reproduction, H. N. Kozanowsky, RCA; color test equipment and test procedures, J. W. Wentworth, RCA.

Tuesday—Joint sessions with management; engineering reception.

Wednesday (Radio Day) morning—Installa-

Telephone "Store" Serving Your Town!

Bill Sorber, with his hands in the shelves there, could tell you a lot about how the Bell telephone company which serves your community gets the equipment and supplies it needs.

He works in a Western Electric distribution center... one of 29 we maintain across the country to assure fast service for the day-in, day-out needs of Bell telephone companies.

Last year these distribution centers processed orders totalling $1,230,915,000. This represented:

Deliveries From Stock. Such items as telephones, wire, cable, apparatus and office supplies that are kept on hand to meet the daily needs of the Bell telephone companies . . .

Shipments Made Direct. Major equipment and supplies—dial switching equipment, telephone poles, switchboards, teletypewriters—that were ordered through the distribution centers and shipped to Bell companies directly from Western Electric factories and from outside suppliers . . .

Repaired Telephone Equipment. Used telephone equipment sent back by the Bell telephone companies—things like telephone sets, PBX switchboards, coin telephones, booths and tools—that are renovated in the repair shops at the centers and returned for further useful life.

Backing-up the Bell companies with supplies and equipment—whether on a day-to-day or a long-range basis or for emergencies—is an important part of our job as the manufacturing and supply unit of the Bell System.

It's one of the main reasons why the Bell telephone folks in your town deliver—year-in, year-out—uniformly good, dependable telephone service.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

tion and operation of multiplex system equipment at fm broadcast stations, Hardin Stratman, Gates Radio Co.; results of experimental remote control of directional and high-power standard broadcast stations (panel comprising Mr. Walker; Robert Sinnett, WHBF Rock Island, Ill.; Henry Fletcher, KSEI Pocatello, Idaho; Ted Kenney, KDKA Pittsburgh; R. E. L. Kennedy, Kear & Kennedy; Donald B. Williamson, Canadian Westinghouse Co.); necessity of Conelrad, Ralph J. Renton, U. S. Conelrad supervisor, FCC; Ohms law phasor and its application to remote operation of directional antenna systems, John Mullaney, engineering consultant.

Wednesday luncheon—With management.

Wednesday afternoon—Fm broadcast multiplex equipment, Dwight Harkins, Harkins & Hershfield; automatic program log devices, S. L. Huffman and Clark Dozer, WCMW Canton, Ohio; automatic gain control devices in audio circuits, General Electric Co.; bringing microphones up-to-date, RCA; transistors in broadcast equipment, Paul G. Wulfsberg, Collins Radio Co.

Thursday (Tv Day) morning—Tv translators, Ben Adler, Adler Electronics; wireless microphone system, A. B. Chamberlain, CBS Television; VITEAC, William B. Lodge, CBS Television, and Frank Cowan, AT&T Long Lines Dept.; propagation in vhf and uhf tv bands, Harry Fine, FCC; developments in vhf, tv, F. E. Talmage, RCA; construction rules of thumb, Rodney Chipp, DuMont.

Thursday afternoon—Daylight Saving Time delayed video operation, T. B. Grenier and W. P. Kusack, ABC; proof-of-performance measurements, James E. Barr, FCC; automatic programming equipment, General Electric Co.; STL microwave installations, P. Onnigan, KBET-TV Sacramento, Calif.; superior video effects, NBC.

MILWAUKEE'S NEW WISN

PRESENTS

JACK DENTON SHOW

12:00-6:00 P.M. DAILY

The New WISN presents music, news, weather and sports . . . and now the cream of the ABC network . . . and everybody's feeling the results! Jack Denton spins the records now . . . all afternoon . . . for a market of 1½ million people in 15 rich counties! Jack's building his audience with entertainment and salesmanship . . . better put him to work for you on WISN's growing afternoon audience.

FOR AVAILABILITIES
call, wire or write
WISN SALES or
Edward Petry & Co., Inc.
NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

Basic ABC Affiliate

Milwaukee's First Station WISN 1150 Milwaukee

37 NOMINATED FOR NARTB POSTS

THIRTY-SEVEN broadcasters were nominated for the eighth district (even-numbered) and four at-large vacancies on the NARTB Radio Board. Of these, six were nominated for more than one post and had to make a choice by last Saturday.

Six directors now serving on the board were re-nominated. They were Cy Casper, WBBZ Ponca City, Okla., District 12; James H. Moore, WSLS Roanoke, Va., District 4; John F. Patt, WJR Detroit, large stations; Calvin J. Smith, KFAC Los Angeles, District 16; Walter E. Wagstaff, KIDO Boise, Idaho, District 14, and J. Frank Jarman, WDNC Durham, N. C., medium stations.

Nominated for more than one post were Michael R. Hanna, WHCU Ithaca, N. Y., medium stations and District 2; Mr. Jarman, medium stations and District 4; Fred A. Knorr, WKMH Dearborn, Mich., medium stations and District 8; Ben Sanders, KICD Spencer, Iowa small stations and District 10; Ben Strouse, WWDC-AM-FM Washington, medium and fm stations; Jack Younts. WEEB Southern Pines, N. C., medium stations and District 4.

Medium stations nominated 13 to this at-large classification whereas only two were nominated for large and fm stations along with Districts 2, 6, 8, 12 and 14.

A proposed amendment in the NARTB by-laws would abolish the at-large directorships (large, medium, small and fm) in 1957, with those elected in the coming balloting to serve only a year. Ballots on the by-laws voting were to have been counted Feb. 21 but the date was postponed to Feb. 28 because some of the ballots had been mailed late. Election ballots will be mailed tomorrow (Tuesday).

The list of nominees follows:

Large stations—John F. Patt, WJR Detroit (incumbent), and Clyde W. Rembert, KRLD Dallas.

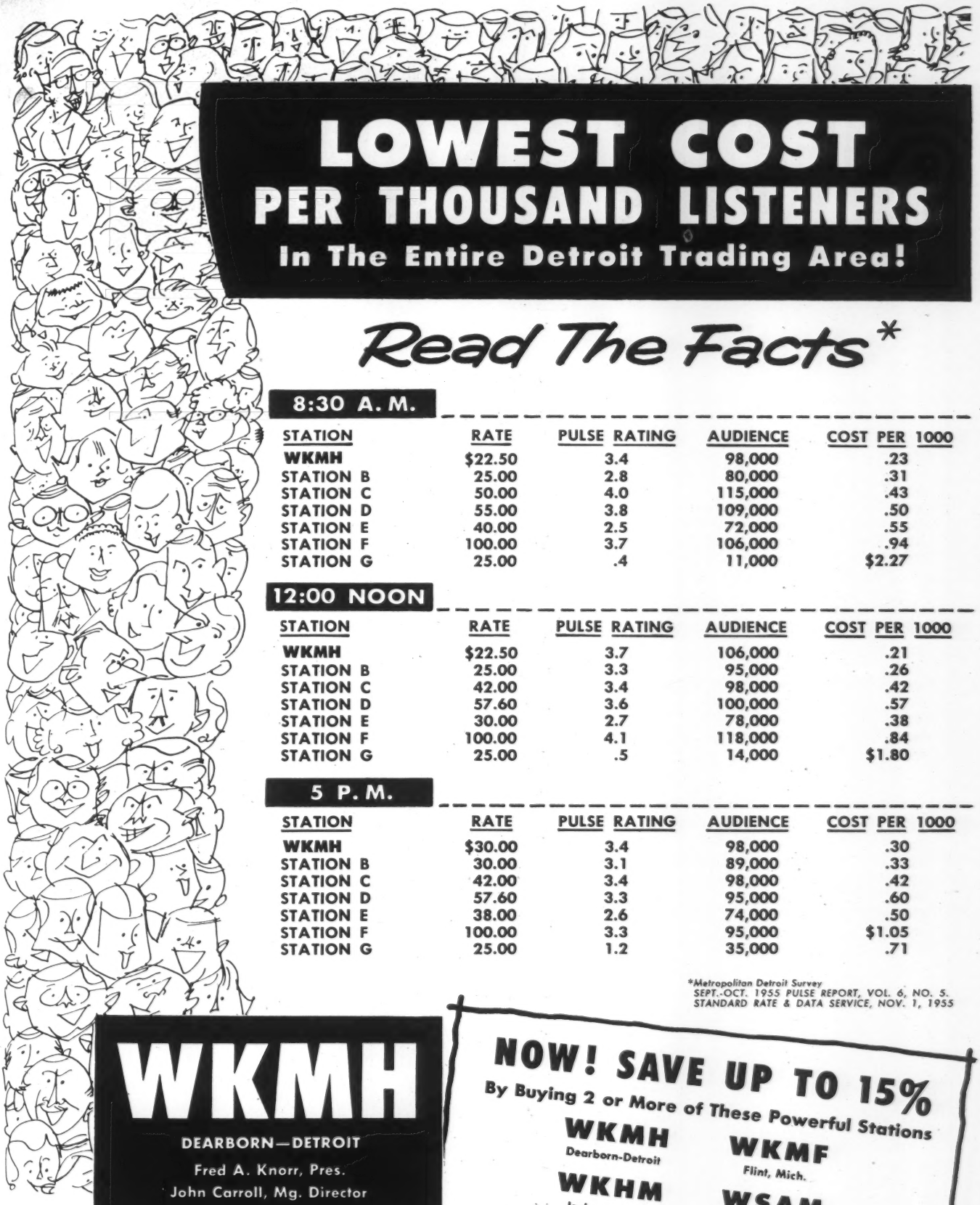
Medium stations—Cy Bahakel, WRIS Roanoke, Va.; Tom Barnes, WDAY Fargo, N. D.; J. J. Bernard, WGR Buffalo; Willard Deason, KVET Austin, Tex.; R. O. Dunning, KHQ Spokane; Michael R. Hanna, WHCU Ithaca, N. Y. (also District 2); Rex G. Howell, KFXJ Grand Junction, Colo.; J. Frank Jarman, WDNC Durham, N. C. (incumbent; also District 4); Fred A. Knorr, WKMH Dearborn, Mich. (also District 8); Gilmore Nunn, WLAP Lexington, Ky.; Lawrence H. Rogers, WSAZ Huntington, W. Va.; Ben Strouse, WWDC-AM-FM Washington (also fm); Jack Younts, WEEB Southern Pines, N. C. (also District 4).

Small stations—Richard B. Biddle, WOWL Florence, Ala.; Simon Goldman, WJTN Jamestown, N. Y.; William C. Grove, KFBC Cheyenne, Wyo.; George E. Joy, WRAK Williamsport, Pa.; Ben Sanders, KICD Spencer, Iowa (also District 10).

Fm stations—Merrill Lindsay, WSOY-FM Decatur, Ill.; Ben Strouse, WWDC-AM-FM Washington (also medium).

District 2—Michael R. Hanna, WHCU Ithaca, N. Y. (also medium), and Robert B. Hanna, WGY Schenectady, N. Y.

District 4—J. Frank Jarman, WDNC Dur-



LOWEST COST
PER THOUSAND LISTENERS
In The Entire Detroit Trading Area!

*Read The Facts**

8:30 A. M.

STATION	RATE	PULSE RATING	AUDIENCE	COST PER 1000
WKMH	$22.50	3.4	98,000	.23
STATION B	25.00	2.8	80,000	.31
STATION C	50.00	4.0	115,000	.43
STATION D	55.00	3.8	109,000	.50
STATION E	40.00	2.5	72,000	.55
STATION F	100.00	3.7	106,000	.94
STATION G	25.00	.4	11,000	$2.27

12:00 NOON

STATION	RATE	PULSE RATING	AUDIENCE	COST PER 1000
WKMH	$22.50	3.7	106,000	.21
STATION B	25.00	3.3	95,000	.26
STATION C	42.00	3.4	98,000	.42
STATION D	57.60	3.6	100,000	.57
STATION E	30.00	2.7	78,000	.38
STATION F	100.00	4.1	118,000	.84
STATION G	25.00	.5	14,000	$1.80

5 P. M.

STATION	RATE	PULSE RATING	AUDIENCE	COST PER 1000
WKMH	$30.00	3.4	98,000	.30
STATION B	30.00	3.1	89,000	.33
STATION C	42.00	3.4	98,000	.42
STATION D	57.60	3.3	95,000	.60
STATION E	38.00	2.6	74,000	.50
STATION F	100.00	3.3	95,000	$1.05
STATION G	25.00	1.2	35,000	.71

*Metropolitan Detroit Survey
SEPT.-OCT. 1955 PULSE REPORT, VOL. 6, NO. 5.
STANDARD RATE & DATA SERVICE, NOV. 1, 1955

WKMH

DEARBORN—DETROIT

Fred A. Knorr, Pres.
John Carroll, Mg. Director

Represented by Headley-Reed

The Community Stations

KNORR Broadcasting CORP.

NOW! SAVE UP TO 15%

By Buying 2 or More of These Powerful Stations

WKMH Dearborn-Detroit
WKMF Flint, Mich.
WKHM Jackson, Mich. Jackson Broadcasting & Television Corp.
WSAM Saginaw, Mich.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

"HOLLYWOOD

Big or Small...A Plan For All!

104	52	26

SCREEN
TELEVISION
COLUMBIA
233 WEST 49th STREET

MOVIE PARADE"
HUMPHREY BOGART
CLAUDETTE COLBERT
RITA HAYWORTH
RED SKELTON
EDWARD G. ROBINSON
FREDRIC MARCH
IRENE DUNNE
ROZ RUSSELL
...AND MANY OTHER TOP STARS!
GEMS, Inc.
SUBSIDIARY OF
PICTURES
N. Y. 19, N. Y. CI 5-5044
Pick The Package That Fits Your Needs!
SINGLE RUN
2-3-4 RUNS
LIBRARY DEAL

ham, N. C. (also medium); James H. Moore, WSLS Roanoke, Va. (incumbent); E. S. Whitlock, WRNL Richmond, Va., and Jack Younts, WEEB Southern Pines, N. C. (also meduim).

District 6—F. C. Sowell, WLAC Nashville and David Wilson, KPLC Lake Charles, La.

District 8—Edward F. Baughn, WPAG Ann Arbor, Mich., and Fred A. Knorr, WKMH Dearborn, Mich. (also small).

District 10—Eugene T. Flaherty, KSCJ Sioux City, Iowa; Paul R. Fry, KBON Omaha, Neb.; Ben Sanders, KICD Spencer, Iowa (also small), and C. L. (Chet) Thomas, KXOK St. Louis.

District 12—Cy Casper, WBBZ Ponca City, Okla., and Robert L. Pratt, KGGF Coffeyville, Kan.

District 14—William Grant, KOA Denver, and Walter E. Wagstaff, KIDO Boise, Idaho (incumbent).

District 16—William J. Beaton, KWKW Pasadena, Calif.; Robert O. Reynolds, KMPC Los Angeles, and Calvin J. Smith, KFAC Los Angeles (incumbent).

ABA STICKING BY ITS CANON

Bar association's judicial administration unit votes to retain ban on radio, tv and cameras in courtroom.

AMERICAN Bar Assn. is sticking fast to its Canon 35 ban on radio, tv and cameras in courtrooms despite the recent trend toward relaxation of this disputed policy.

Last week ABA's Council of the Section of Judicial Administration, at a House of Delegates meeting in Chicago, voted unanimously in favor of adhering to the Canon 35 policy.

The house, policy-making body of ABA, adopted a code of discipline for its 200,000-plus lawyer membership.

Council action on Canon 35 came after completion of testimony before Judge O. Otto Moore, of the Colorado Supreme Court, by NARTB, Denver Area Radio & Tv Assn. and Colorado Broadcasters & Telecasters Assn. [B•T, Feb. 13]. It was obvious that ABA council members had taken the Colorado proceedings into account, but apparently recent relaxation of Canon 35 and its outmoded bans did not prevent a unanimous decision by the 12-man group.

The House of Delegates adopted its discipline code Tuesday. ABA spokesmen denied it was aimed at any members who might be reprimanded for permitting broadcasting or televising of courtroom proceedings. It was described, rather, as a code for professional and not judicial conduct. The special committee said it was intended to "standardize" disciplinary machinery of ABA and to "achieve uniform and effective enforcement" of all canons of ethics, while improving "existing rules in the various states."

"The purpose of discipline of lawyers is the protection of the public, the profession and the administration of justice and not the punishment of the person disciplined," the committee said in a statement of principles.

Four forms of discipline were recommended —permanent disbarment, indefinite suspension from practice, public censure and private censure.

ABA spokesmen said that while the Canon 35 resolution in effect serves notice on member lawyers not to open up courtroom proceedings to electronic media and photographers, there was no strict enforcement element inherent in the resolution. Only about half the states have the canon on the books in various forms, it was pointed out. There was no direct reference in the resolution to the forthcoming Denver Supreme Court decision.

A special ABA committee claimed that there is "much still to be done" by federal agencies in making public "all the information they should about their rule-making and decisions." It also adopted a new "code of discipline" designed to "strengthen the legal profession's procedures for disciplining lawyers who violate" Canon 35 and other canons of ethics.

The group recommended that certain judicial powers now vested in the Federal Trade Commission and National Labor Relations Board be transferred to newly created "specialized" federal courts. Their decisions, in turn, would be subject to review by the U. S. Court of Appeals.

Judge Sees Chance Of Canon 35 Change

PROSPECTS were held out by a criminal court judge last week that the Chicago Bar Assn. and other member groups of the parent American Bar Assn. will gradually seek the overhaul of Canon 35 and that the broadcast media will eventually win their fight for news coverage of courtroom proceedings.

At the same time two Chicago television stations and one newspaper, taking separate paths along the same road to equal news access, moved to drive a further wedge into the ABA canon which prohibits broadcasts, telecasts and photographing of court trials.

Basis of the drive was a "mock trial" in the Chicago Criminal Court Bldg., which was designed to "educate" members of the Chicago Bar Assn. Last Wednesday Judge Thomas E. Kluczynski presided over a session arranged to determine whether tv camera and newspaper photographing equipment could take pictures "without disturbing the decorum of the trial."

"Today's experiment indicated that with some corrective changes and proper restraint, pictures probably could be taken during a trial," Judge Kluczynski told newsmen Wednesday. He told B•T later that this applied to newspaper photographers and tv cameramen.

Judge Kluczynski said a number of lawyers are "changing their ideas" about Canon 35 and there is a "good chance" the CBA and other city groups will seek out and overhaul, "but it will take time." He said the tv industry has done a good job in presenting its case and felt it would eventually win equal access to trials if certain problems can be licked.

The mock trial was arranged after ABA's house of delegates last Monday adopted a resolution calling for adherence to Canon 35 in the face of proposals to change it and after *The Chicago Sun-Times* slipped a photographer into ABA's own sessions and he took pictures of "undistracted and unsuspecting" participants.

At Wednesday's "trial" for more than 60 graduates of De Paul U., Judge Kluczynski invited cameramen into the chambers to test Canon 35. WBBM-TV and WGN-TV dispatched crews to the court scene with silent cameras. Stations were handicapped by lack of advance preparation and precise equipment. Both stations recounted the "trial" to viewers that evening.

News commentator John Harrington's newscast on WBBM-TV pointed out that most judges abide by Canon 35 whether they agree on it or not, but that modern film techniques make it possible to take pictures without need of special lights and without distracting anyone. A WBBM-TV spokesman claimed that because of insufficient advance notice, the trial was not a "real test."

WGN-TV described the experiment on its

Because

Yes, sir, we all "goof" now and then. Feel like utter chumps when we do, too. The important thing is *not* to do it before the TV camera. That's why more and more advertisers use film . . . why they rehearse each sequence—then shoot—then edit for final, free-and-easy perfection.

Matter of fact, it's not only safer, but easy and economical, too, when you **USE EASTMAN FILM.**

For complete information, address:

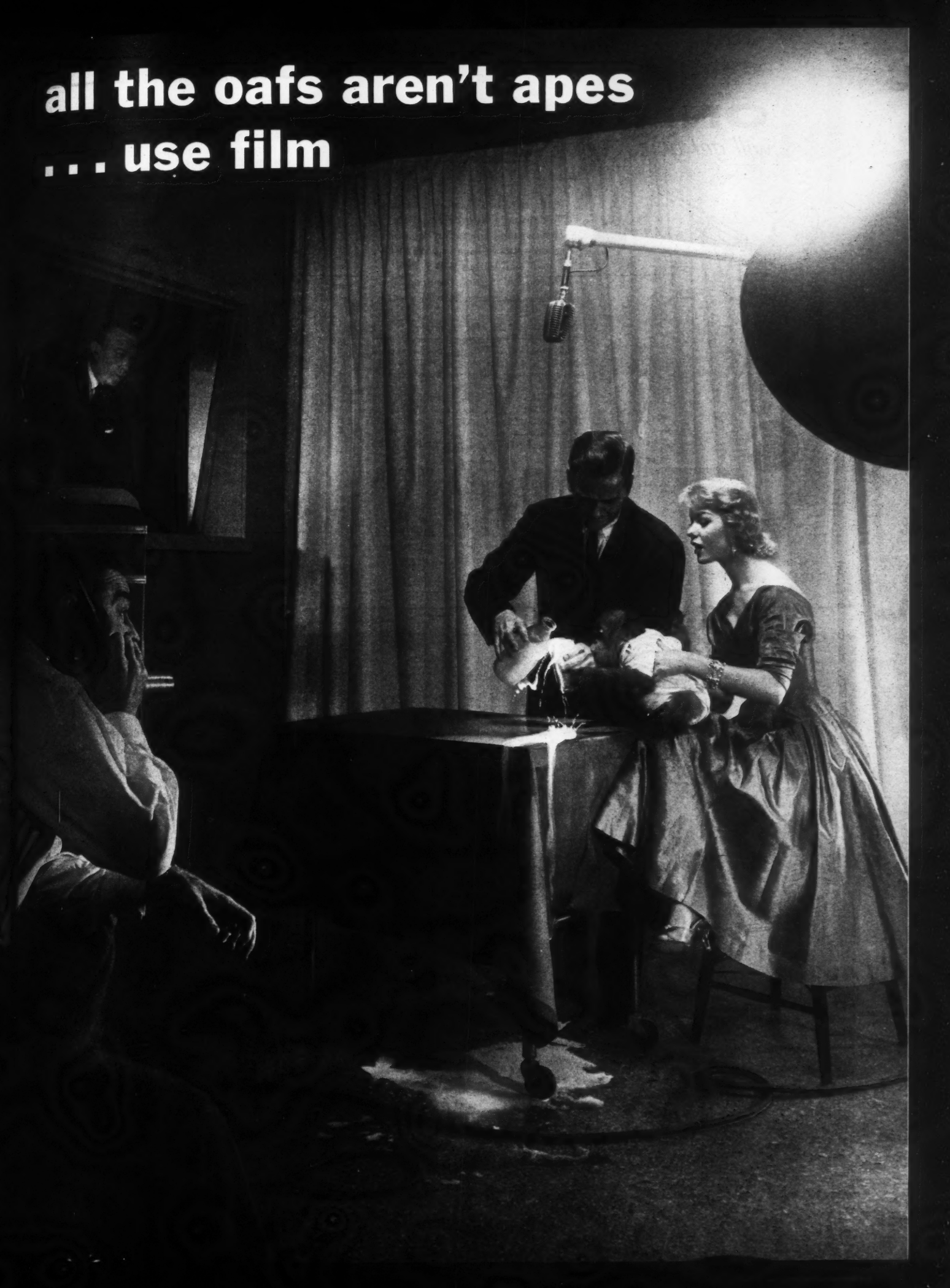
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or W. J. GERMAN, INC.
Agents for the sale and distribution of Eastman Professional Motion Picture Film
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Cal


all the oafs aren't apes
. . . use film

ONE
will get you...

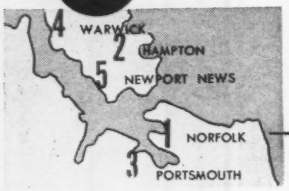
FIVE

It is as "easy as duck soup" to dominate **five** of Virginia's most dynamic cities. Buy their one and only "V" Station . . . WTAR-TV. All well within WTAR-TV's "Grade A" Signal, they combine to make America's 26th Market.

In RETAIL SALES, for example . . . The Bureau of the Census (preliminary Report) shows that WTAR-TV's total coverage area has Retail sales of over $1,583,874,000. And here are Retail sales by cities:

NORFOLK	$405,230,000
HAMPTON	$ 52,075,000
PORTSMOUTH	$ 96,980,000
WARWICK	$ 24,220,000
NEWPORT NEWS	$ 88,264,000

CBS



WTAR-TV CHANNEL 3 NORFOLK, VA.

Represented by Edward Petry & Co., Inc.

Chicagoland Newsreel, expressing the editorial hope that the young lawyers present would realize that Canon 35 is "pointless" and that tv cameras do not upset the "dignity and decorum of the court."

Judge Kluczynski noted that bright lights were not evident from tv camera operations at Wednesday's trial and felt that with proper placement and elimination of any "noise," it's "entirely possible" such equipment would not upset courtroom decorum. He also observed that witnesses reluctance to appear before tv cameras was another factor.

U. S. District Court Judge Joseph S. Perry went along with Judge Kluczynski, contending nothing in a courtroom "should be secret." He expressed approval providing "it were possible to have a secluded camera, perhaps hidden behind a screen, that didn't make a flash."

U. S. District Court Judge Walter J. La Buy asserted his opposition to any change in Canon 35 on the premise that picture-taking "disturbs the decorum of the court under any circumstances."

Voice of Democracy Contest Winners Feted

FOUR young Americans who won $500 scholarships in the industry's annual Voice of Democracy contest last Friday completed a weeklong series of visits to historic spots in Washington and Philadelphia and received tv sets at the annual awards luncheon, held Wednesday in Washington.

Awards were presented by Bradshaw Mintener, Assistant Secretary of Health, Education & Welfare. They were greeted by Harold E. Fellows, NARTB president; Hugh McKenna, president of U. S. Junior Chamber of Commerce, and James D. Secrest, executive vice president of Radio-Electronics-Tv Mfrs. Assn. High figures in official Washington life attended the awards luncheon. Bryson Rash, ABC commentator, was toastmaster.

The four national winners, selected from a million-and-a-half high school entries, were Jan Hogendorn, Oskaloosa, Iowa; Gabriel Kajeckas, Washington; Dennis P. Longwell, Herrin, Ill., and Isabel Marcus, Teaneck, N. J. They received tv sets and clock radios provided by set manufacturers.

Mr. Mintener said the contest "has done much to encourage the thinking of our nation's youth on the true values of the American way of life. Through their public radio and tv broadcasting they have probably stimulated many more millions of youths and adults to think about and to appreciate more deeply our government. I really think that youth has found, in this project, its seven league boots for freedom and truth—for Democracy.

The contest is held annually in the autumn, with state and territorial winners screened by boards of judges.

Conn. Meet Set March 16

ANNUAL business meeting of Connecticut Broadcasters Assn. will be held March 16 at Waverly Inn, Cheshire, according to Daniel W. Kops, WAVZ New Haven, convention chairman. Speakers include: Charles H. Tower, NARTB employer-employe relations manager; Carl Haverlin, president of BMI; Gov. Abraham Ribicoff; Frieda Hennock, counsel for Daytime Broadcasters Assn., and Thomas G. Tinsley, president of WITH Baltimore. The meeting will mark the association's first anniversary. Max Ryder, WBRY Waterbury, is president.

It is not unusual for a station to have a #1 rating with a tv program which is also #1 all around the country.

IT IS UNUSUAL WHEN A STATION TAKES A PROGRAM WHICH RATES FURTHER DOWN THE LINE AND BEATS SHOWS WHICH ARE HIGHER RATED NATIONALLY.

That's what WMT-TV does.

WMT-TV attracts more viewers in its 25-county area than all other stations combined. (Tv set ownership in the area: 80.9%.)

The new TelePulse (like the one last year) gives WMT-TV all of the top fifteen once-a-week shows, and all of the top ten multi-weekly shows.

Any questions? Ask the Katz Agency man.

WMT-TV
Mail Address: Cedar Rapids
CBS Maximum Power Channel 2
National Representatives: The Katz Agency

HOW TO GO AFTER A $10 MILLION BUDGET

HOW WOULD YOU, as a media salesman, go about persuading a cigarette advertiser to shunt a portion of his $10 million advertising budget your way? That was the question posed by the Radio & Television Executives Society to representatives of six media last week at an RTES Workshop in New York. This and the following pages carry their answers, recorded on the spot and condensed and edited slightly by B•T.

MR. McCLURE

The six media, in order of presentation: newspapers, magazines, spot radio, network radio, spot tv and network tv. The workshop session was moderated by Don McClure, general sales manager of Bonded Television Film Service and chairman of the RTES Workshop committee.

THE CASE FOR NEWSPAPERS

By Robert McLauchlen
Bureau of Advertising, American Newspaper Publishers Assn.

AS YOU can expect, it is with some fear and trepidation that we agreed to accept this generous offer to come to talk to you today. I just want to make one point clear. Since midnight last night and until midnight tonight, 56 million copies of daily newspapers will have been distributed around the country. And that will be to a total family audience of 47 million families through the country.

Now, again, looking at this august body up here to left and right (and I've been reading the trade papers lately, I might add), I'd like to make this introduction to the part the bureau would like to play here today in this discussion. At the Battle of Waterloo the colonel who was commanding the British artillery reported to the Duke of Wellington, "I have the exact range of the spot where Bonaparte and his staff are standing. And, boss, if you'd like me really to give it to them, I'm all set to fire away." And Wellington said, "No, no. Generals-in-chief have something more important to do in a great battle than to fire at each other."

All of us in this room have two goals to achieve, not only today, but every day. First, the monumental job of selling advertising as a vital force in today's battle of the giants, and secondly, the job of selling to those who will buy advertising as a promotional tool, instead of an overhead expenditure, the concept of the particular medium we represent. Every advertising medium, if used properly, can improve a particular sales problem for any advertiser. Misuse of a medium, a common fault of too many advertising programs, is a fault that we all face here today. Overspending, spending in the wrong places, the lack of competitive sales and media use data, all contribute to the negative attitudes too many advertisers today expound upon in relation to the whole subject of advertising.

Well, let's get back to the problem of the moment, because time is short. During 1954 cigarette advertisers, generally among the top spenders in all media, showed no consistency in their use of newspaper pages, we'll admit. The average linage per daily paper used by the top six brands varied from a high of only 12,300 lines to a figure of 10,700 lines. On a 52 weeks basis using the 12,000-line figure for example, it was very obvious that an average of 235 lines per week was pitifully poor in terms of impact. Actually, it didn't work that way at all. It worked out that five or six or seven ads were used on what was called an advertising program in newspapers. But because network radio and television programs have to be bought in 13 or 26 or 39 or 44 or 52-week cycles, and we certainly appreciate that sales position, advertisers who use radio or tv are forced to adopt a principle of advertising that we, too, adhere to.

Well, why did these cigarette manufacturers not use the newspaper medium in terms of their own advertising need for impact and consistency? Perhaps they still believed that national advertising in newspapers was too expensive to provide both continuity and impact.

Let's ask a question: Is that really true? No, it isn't. Affordability depends on point of view. Many national advertisers look at newspaper affordability and broadcast affordability from two very different points of view. Because network radio and tv must be purchased, as we said before, in these cycles of 13 to 52 consecutive weeks, and because newspapers may be purchased in any frequency desired, the newspaper budget point of view is occasional advertising, dominant space for a few weeks perhaps to introduce a new product, to bolster sales in sick markets, or to meet tough competition with occasional saturations or blitzes.

That is effective advertising, but it's special purpose advertising. And of course we love it. However, few national advertisers realize that sustained advertising in the same medium is both practicable and affordable. If they were to apply the broadcast purchase point of view to daily newspapers, both could be achieved.

Now, I recommend, of this $10 million cigarette budget, a figure of $7 million to put behind the cigarette brand for use in daily newspapers. That would buy 32,000 lines, or, another way, approximately one-half page per week in 1,757 daily newspapers, that is with the figure I gave you before, 56 million circulation. There are only a couple dozen national or regional accounts using more than this amount of space. So it seems obvious to a cigarette advertiser who had the courage to put both impact and continuity into newspapers he would own the market. He would be dominant for sure in all the 1,757 newspapers.

MR. McLAUCHLEN

Last year newspapers, both national and retail, received more than $3 billion from advertisers. That was 34% of the over $9 billion total investment in all media. The retailers who handle the products that you as a cigarette advertiser right now are handling have invested $2,000,300,000 to sell the products that you and the other national advertisers pay money for in other media to support. In newspapers about $750,000,000 was spent by others in their own field. Now that is certainly testimony to the tremendous selling power that

the newspaper medium affords an advertiser.

And just to close, because they're keeping us in this spot to a six minute limit, and it's certainly a tough thing to do when you have so much to say . . . Six newspapers enable advertisers to play midwife to a new product, to apply the full motor to ailing markets, to act as the backbone of regional and private brand merchandising success. Then they can just as surely bring brand leadership to any national advertiser who employs them to their full advantage and who adheres to the basic marketing strategy that all business is local.

THE CASE FOR MAGAZINES

By Glenn Wiggins
Magazine Advertising Bureau

RATHER than argue today for magazines' share of a mythical $10 million budget, let me state right off the bat that we get a good share anyway. So I'm not going to make any silly prediction we should get $5 million, $2 million, $1 million or $10 million. We'll get some part of it anyway. And like all media there's a place for us. Tv, newspapers, billboard writing, skywriting, anything, there's room for all media. And we're not fighting any other media. All I'm going to do is try to make a case for magazines as a background for any well integrated campaign.

Let me first tell you of the magazine reading families. They are large users of all products. And here's why. From a survey in 1950 made by the government, magazine readers account for 75% or three quarters of the total consumer expenditures in smoking products alone, a healthy chunk.

We acknowledge and agree to the fact that other media of course would logically be used for a well managed cigarette campaign. But we still deserve a big chunk. It stands to reason these other media should be used for cigarette advertising. They are universally displayed, universally consumed and universally distributed, and they have rapid turnover. And they are well adapted to media that provide quick impressions such as tv, radio, newspapers and billboards. There are others, too.

Incidentally, right here I should like to interrupt myself a second to tell you, because we believe it is rather significant, that between 1954 and 1955, total tv network billing showed a healthy increase of some 32%. But cigarette manufacturers' use of network tv fell off. At the same time, in 1955, cigarette manufacturers made a substantially increased dollar investment in magazines. Not outstanding news, maybe, but rather significant.

Now, let me tell you about the magazine advantages of cigarette advertising. We believe there are only five basic advantages to cigarette advertising in magazines. The first is authority. People believe the magazines they read. If they didn't, they wouldn't be spending the money they do to subscribe to them or buy them at newsstands. They have authority because magazines build receptive reading audiences. Magazines work in partnership with your advertising, with cigarette advertising. They help clinch a sale by coupling the believability of magazines with the confidence consumers have in your brand name, or a brand name.

Maybe this authority that magazines have is one of the reasons why after the cancer scare, people started going back into magazines with their cigarette advertising.

The second advantage of magazines is selectivity. Magazines attract the best and biggest purchasers of any product, the same way a good salesman first tackles his best customers.

Each individual magazine selects a particular group of readers, issue after issue, because that magazine is edited for a particular group of readers. Whichever segment of the American market anybody wishes to reach, there are magazines read by that group of people.

The next is permanence. The printed word has a definite advantage over the spoken word. Because it is remembered longer, by the simple token that people can spend time absorbing it. Magazines stay in the home for weeks and months. They are picked up repeatedly to be read, giving the advertising message that many more chances to register.

Along with this advantage naturally goes *color*. With today's exact printing methods and more development still to come, where else can an advertiser get such a faithful and *lasting* reproduction of his product's package?

MR. WIGGINS

The next is vitality. Magazines are modern, fresh in lay-out, and they are new. They have to be, or people would stop buying them. Magazines create a mood for buying, because they have only one thing to sell—something new, whether it be information, ideas, services, or entertainment.

And the last advantage, and nowhere by far the least, is economy. Magazine readers are usually younger, better educated, and have more money to spend than those people who do not read magazines. They are better prospects. And, the cost of reaching these better prospects is lower in magazines than in any other national advertising medium.

Now, to sum up. Magazines reach everywhere, into every nook and cranny in our whole country. They follow people wherever they go, and while they are national in scope, they are read in the home. That makes them plenty local, too!

Magazines are read by younger, better educated people with more money to spend.

Magazines have dealer impact. They are selective. They have permanence. They are colorful. And they have authority, and the cost of reaching these better prospects is not high in national magazines.

THE CASE FOR SPOT RADIO

By Robert E. Eastman
John Blair & Co.

APPROXIMATELY 16%—to be specific, $1,600,000—of the $10 million total cigarette budget should be spent for spot radio advertising.

Spot radio is based upon local programming. Today, local programming is the strongest of all radio broadcasting from the standpoint of sales effectiveness and audience.

Local programming fits. It fits the living habits of an active, mobile population. Friendly personalities—salesmen—appeal to the busy housewife as she moves from room to room doing her household chores; it fits men and women on the move in their automobiles; it fits the individual listening of teenagers and children.

In the decade 1945-1955, the total number of radio sets increased from 59,000,000 to a staggering 132,400,000. Why were all these sets purchased? One good reason is because of local programming with its appeal to individual listening desires.

During the past four highly competitive years, 1952 through 1955, the ratings of local programming have increased phenomenally. These have been the four most competitive years that radio has ever known, and yet, enterprising stations throughout the country have had about a 50% increase in ratings of their local programming.

Most people will grant the fact that local programming, and therefore spot radio, offers greater audience today, but the big question is, how does it sell, how does it move merchandise? If we had the time today, we could show you incontrovertible proof of the sales effectiveness of spot radio by hundreds of local advertisers and many national advertisers. This is all 1955 proof. The experience of the local advertiser should never be ignored because he has the most sensitive instrument of all by which to measure advertising—his cash register.

We have a keen appreciation of the value and place of other

media. We know, for example, the value of newspapers and believe they should be used in the proposed campaign. However, purely for comparative purposes, we submit the fact that on 201 tests with the same dollar expenditure on the same merchandise, radio out-sold newspapers. Even more important, radio and newspapers combined were responsible for 75% of the sales. The two media complement each other effectively.

For the $1,600,000 portion of your budget, we recommend the use of a continuous 52-week practical level of saturation. This would consist of 24 participations per week in the top 100 markets of the United States with a total penetration of 85% of all homes.

How good is 24 participations per week? Twenty-one per week in New York, Chicago and Los Angeles deliver, according to Nielsen, unduplicated audience of 43% of the total population each week. This is a 43.0 rating. You will recognize the fact that it exceeds all but a few of the top nighttime tv programs.

The proposed spot radio campaign should be a part of your media strategy because it will reach people throughout the day closer to the time of purchase, and it will reach them at times when they are less likely to be exposed to your other advertising media.

The recommended use of spot radio will add *immediacy* to your campaign. *Immediacy* is important to you in connection with all of your sales, but especially your grocery store sales.

Last week, my wife lured me into a supermarket, a place which I seldom frequent. I was not too surprised, while standing at the check-out counter, to notice the number of carts containing cartons of cigarettes. However, I wish that I had a camera on hand to help dramatize to you the *fact* that approximately 60% of all cigarette sales are made in grocery stores.

Much of your advertising is going to be beamed at men because they smoke 65% of the cigarettes. Women, accounting for approximately 35% of the cigarettes consumed, are, however, the ones who buy them more by the carton, and even though they may buy their husbands' preferred brand, they can influence his change of brand by her change of brand.

Also, keep in mind that while men are the major target, their consumption has leveled off, whereas smoking by women is markedly on the increase. She offers greater growth possibilities as well as brand selection influence.

Not only are there more products stocked in supermarkets and more supermarkets than ever before, but there are far more cigarette brands in competition. Therefore, your brand needs the *immediacy* advantages of continuous spot radio.

The RAB Advertest survey shows that women spend far more time with radio before they shop. The same day before shopping media exposure was as follows:

Radio	57%
Television	26%
Newspapers	13%
Magazines	4%

With a $10 million budget, you will, of course, use a blending of the various major media. The continuous use of spot radio will strengthen and help to carry over the effect of your more expensive television and print advertising. It will also lengthen your reach into the market. One advertiser reaches 45% of his market by means of spot tv. He also uses spot radio, and this extends his reach into that market to 76%. This is not just plain reach; it is reach with sales impact.

Comparing 1949 with 1953, Nielsen Food Index for 30 grocery products showed a 33% gain for all grocery products. Those advertised only by television had a 31% increase, but those, and here's the important point, advertised with radio plus television had a gain of 54%. Cigarettes are a grocery store product.

The proportionately modest amount of 16% of your campaign in spot radio will give you a solid base. There is a minimum gamble involved. We have seen outstanding success come to products from a really inspired print campaign; *The $64,000 Question* zoomed the sales of Revlon while Hazel Bishop slipped. Continuous spot radio gives greater guarantee to the effectiveness of your copy because of the addition of two highly important ingredients:

1. Personality.
2. Frequency.

The continuous use of spot radio, with its low-cost repetition, puts the cement in your campaign and adds insurance to your sales success.

THE CASE FOR NETWORK RADIO*

By William D. Shaw
CBS Radio Network

THIS is my first day in this particular barrel and it's very interesting to listen to my confreres discuss the advantages of their media. It's occurred to you undoubtedly that there are cigarettes with practically $10 million budgets which we are periodically attempting to analyze and to whom we are addressing specific proposals. It might be unjudicious of me to stand up here and explain some of the specific pitches that we're making to a specific cigarette advertiser.

We work on the old fashioned theory that in order to make an intelligent presentation to an advertiser you have to know something about his business. We don't know very much about this particular cigarette as yet except that it has $10 million to spend. We don't know whether it's king size or filter tip. So we have to make some presumptions about the organization we're talking to. We presume that you are the organization.

MR. SHAW

We know something about the cigarette business. We know that almost every adult buys cigarettes or is a prospect for cigarettes. We know it's a high turnover item. They're bought everywhere in all sections of the country. We know that distribution is an extremely important factor in marketing a cigarette, wide distribution. And we know that there's a tremendous competitive factor in cigarette buying. So we can disregard some of the obvious problems that you have as a distributor of cigarettes like the packaging of the product, the selection of copy. And the things that are important for cigarettes we think almost write the story for radio and particularly for network radio.

Advertising, of course, is the key to your success and in advertising it's a problem of what you say and how you say it and to whom you make your point. To summarize the problems that you have in everyday advertising language, we can use the old familiar terms of impact and of broad coverage, of saturation coverage, of repetition and flexibility. Well, we can't be all things to all people. You're going to use all media. Naturally you want to show your package. Maybe you've got smoke coming out of a bottle that you want to demonstrate. But you've got to talk to a lot of people; you've got to talk to them fast and you've got to talk to them efficiently and effectively.

I feel that our part in the preparation of such a campaign should

*[EDITOR'S NOTE: Portions of Mr. Shaw's talk as reproduced here are taken from a rough draft that he had prepared in advance. While speaking, he experienced a sudden attack of vertigo and did not complete the delivery. He did, however, return to the dais later and make the short summation which appears as the last paragraph of the speech as carried here.]

For Dominating Coverage of the Great Memphis and Mid-South Market!

WREC-TV

"Best Spot on the Memphis TV Dial"

TOP SHOWS!
HIGHEST ANTENNA!
1349 FEET ABOVE MEAN SEA LEVEL
FULL POWER!

Represented Nationally by The Katz Agency

CBS

be to point out and document the capabilities of network radio—its strength, versatility and flexibility—and its compatibility with other media. You will note that we do recognize that it's desirable to use more than one medium to launch our new cigarette.

The basic value of radio to this new brand is its combination of reach, frequency and economy. With over 130 million outlets, network radio can accumulate audiences of astronomical size. For example: a single 5-minute, 5-times-a-week daytime strip reaches 19 million *different* listeners in a four week period. During the month, the average listener hears four commercial messages. And the cost for the operation is less than $10,000 per week. I don't believe any other medium approaches that combination of reach, frequency and economy. Or to translate into the cigarette vernacular: no other medium can make that statement.

Network radio, then, supplies the advertiser with affordable day-after-day advertising on a national basis. Regardless of the degree of accent on print, or television, or outdoor, or what, our medium is the counter-balance for such deficiencies of other media as high cost and *infrequency*, and lack of accumulation.

The strength of radio is substantiated by the fact that some 14 million sets were sold last year—a 40% increase over the preceding year. For my own network, most of the Nielsen reports of the last few months have shown gains in size of audience. And the strength is growing this year in terms of new business—more than a dozen new advertisers added in 1956.

Our versatility is our ability to reach the right people for a particular product. Daytime weekday radio is an obvious way to reach the consumer who purchases cigarettes by the carton—the cheapest way to reach the most housewives. Using the example I mentioned earlier—and it's a typical one: 19 million people in four weeks at 51 cents per thousand. And in daytime radio there are the great personal salesmen—Arthur Godfrey, Don McNeil, Art Linkletter. They produce the kind of impact that is unique to radio—the kind that moves merchandise.

Nighttime network radio retains its star appeal with great entertainers and entertainment—Bing Crosby and Curt Massey, Jack Carson and Amos 'n' Andy. And fine news programs like Lowell Thomas, News of the World, Ed Murrow, and so on. Many evening programs are now sold in five minute segments—programs which, in a single week, will produce 18 million listener impressions for under $10,000. Here again are big audiences and low cost in an area where the audience potential includes not only the housewife but men and working women.

Weekend radio takes many forms, including information, great music and great stars. And in the audience are millions of motorists and in the cars are more than 30 million radios. Radio is not just in-home; it's outdoor, and it will deliver messages for our new brand of cigarettes virtually at point-of-sale. And it will deliver audiences of importance size—close to five million listeners to one show for example, for $2,000.

These are the dimensions and these are the uses. The task of integrating network radio into the overall media picture is a job that belongs to the agency. But I believe it is a fact that network radio belongs in this cigarette's media combination.

In 30 seconds, here's a wrap-up. Network radio can lower the cost-per-thousand of either Ollie Treyz' proposal or Chick Abry's. It can broaden the reach of Bob McLauchlen's newspaper proposal. It can support evenly the distribution that you have to have in all sections of the country and with due apologies to Bob Eastman, the biggest audience in radio is still daytime network radio.

THE CASE FOR SPOT TV

By Oliver Treyz
Television Bureau of Advertising

I would at the very outset like to make a couple of comments about what has already been said. We're intrigued constantly by references to television as something which is one-dimensional and defined only in terms of network. We're particularly intrigued by that because TvB as an all-industry business league is concerned with all of television. And being concerned with all of television it is concerned with the various parts of television and I must say that we're concerned with the spot part of television. I mention this because I want to concentrate on spot today as TvB will in the coming year. We've heard one comment that network television went up by, I think the figure given was 32%. We then heard that the cigarette billing went down. Now, I've forgotten who made the comment, but if anybody was studying or had the facts about all of the television advertising, network and spot, you would realize that the billings in toto have gone up and that television's share of the cigarette advertising dollar has very definitely increased. We can speak with some authority on this because, as some of you may know, we are about to issue for the first time spot television expenditures by company and by brand on a gross one dollar basis as of the fourth quarter of 1955 which shows for example that this medium of spot television in gross dollars one time rate is about the size of all of network.

This is the other half of television. This is the hidden half of television. And because so little is known about it and so little has been publicized, we're going to concentrate on putting it in focus and reporting such things as in the second to fourth quarters of 1955 the number two spot television advertiser was Brown & Williamson. Number 12 was Philip Morris. Number 30 was R. J. Reynolds. And some of the others were further down the line. But when you add the two halves together, you will find that in terms of expenditure television definitely ranks as number one.

I'd also like to make one other comment and that is that I rather had the impression today and I certainly agree with Mr. Shaw that it's wise to know something about the company's business,

MR. TREYZ

your prospect's business when you solicit them. We're going to show you in that connection an original piece of research that was conducted by TvB and by the gentleman down on my right from the A. C. Nielsen Co. who has now punched out on their IBM cards in Chicago how many cigarette packs are smoked by each home and their family. As a new measurement of the cigarette market we're going to show you some of those quick findings. But it shows one thing, one thing definitely, that the cigarette market is a selective market.

It is not true that practically everybody smokes. For example, down South 58% of the families were found in the Nielsen survey to smoke cigarettes. When you project it out to the number of cigarettes smoked per family in the whole country we found that the billions of cigarettes consumed in terms of this sample comes pretty close to those figures.

As you probably know, the total amount of viewing for the average tv family per day is 5 hours and 32 minutes. Now, if you take the 35 million homes in the country, and this was done by Nielsen for us as of November 1955, and take the lightest viewing fifth—the seven million homes that are the weakest part of our franchise—you will find that seven million watch television only 1 hour and 32 minutes a day, 6% of all the viewing. The second 20%, four hours a day. And when you step up the ladder to the third quintile, or third fifth, it's 5 hours and 23

The best things come in BIG packages!

. . . and ABC-TV's film festival package is the biggest in television!

NOW . . . participations on AFTERNOON FILM FESTIVAL—Mondays through Fridays—buy you an amazing price reduction on an equal number of participations on Sunday's FAMOUS FILM FESTIVAL.

FAMOUS FILM FESTIVAL is TV's top-rated* participation show. AFTERNOON FILM FESTIVAL has the best cost efficiency of all TV participation shows. FAMOUS FILM owns the prime 7:30-9 Sunday-night slot. Has a cost efficiency of $1.25 per 1,000 viewers per commercial minute. AFTERNOON FILM offers a new, low daytime price in the 3 to 5 P. M. periods.

Both present top films, top stars. For details call your ABC-TV sales representative.

*Nielsen Dec. 1 & 11, Jan. 1

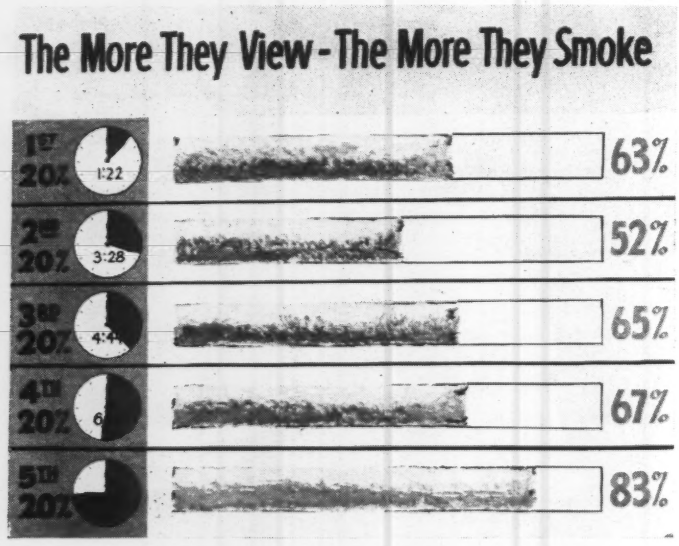
ABC Television Network

7 W. 66th St., New York 23, N. Y., *SUsquehanna 7-5000*
20 North Wacker Drive, Chicago, Ill., *ANdover 3-0800*
277 Golden Gate, San Francisco, Cal., *UNderhill 3-0077*

minutes a day. Now, here you have the majority of television homes, which represents a minority of the total television viewing, even though it ranges from over 1 hour to 5 hours and 23 minutes a day. Stepping up to the fourth quintile it is revealed by Nielsen that seven hours [of tv fare are viewed] per family per day on a family basis from morning to night. And when you come to the top of the television bottle, the television gluttons so to speak, you find out that there are in this country today seven million homes which view an average of 9 hours and 49 minutes.

Now you don't have to editorialize about this kind of impact. And what people are doing to television. The point is that we know about these quintiles and one of the things we know is how many cigarettes are smoked in each quintile and how the cigarette market correlates with television viewing and how it relates to the overall characteristics of television generally.

Somebody said that the magazine reading public were the young



THE SPOT TV presentation came complete with visual aids, including this chart showing the relationship of tv viewing and smoking among TvB's five quintiles.

folks. I'm sure that that's true of the television viewing public and here's the proof. The 1 hour and 32 minute family has a housewife who is 49 years old. The four-hour family has a housewife who is 45 years old. The third quintile, the 5 hour and 32 minute family, has a housewife who is 44 years old. Notice the more the viewing, the younger the housewife and therefore the younger the husband and so forth. In the seven-hour family the housewife is 42 years old, and in the 9 hour and 49 minute family, those television gluttons, the housewife — purchasing agent — she's 39 years old. A 10-year spread in going from the lightest to the relatively heaviest viewers in television. Now that correlates very well with the cigarette market as we will see in just a moment.

Now let's see the interrelationship between smoking and television viewing. Here's what Nielsen reported to us in terms of where are the cigarette smokers of the country. First of all, in going into each home in the sample and finding out by personal investigation whether there is present in the home a smoker and if so how many people smoke, it was found that in the country as a whole, of almost 50 million families, 63 out of 100 consumed cigarettes and 37 out of 100 do not. That in television homes, it is a 68 to 32 split and that in the radio-only homes or non-tv homes, a segment of the market which is melting like ice, it is a 50-50 split.

Now, it is definitely a young market. The selectivity of the television market, and by the way, this is regarded by cigarette people to whom we've shown it to be highly authoritative and it comes very close to their own impression of the market and jibes very closely with their own research, but the beauty of this from the standpoint of our own selling is that it relates very definitely to television.

Notice that in homes where the housewife is under 35, 77 out of 100 of those homes smoke. From 35 to 50, 75 out of 100 and when you come to grandma it goes way down, 37% of those homes smoke. We heard some talk about men and women smokers. The relative importance to the cigarette market of homes where only the man smokes is such that that goes on in 47 out of 100 homes where 37% of all cigarettes are smoked; where only the woman smokes, 17% of all homes representing a 10th of the market, but the minority of homes, 36%, where both the husband and the wife smoke, represents the majority of the market, namely 53%. Now, some people smoke much more than others and we found out as I mentioned before how many packs are smoked by each home in this microcosm that reflects the country as a whole and it comes out for every smoking home to about a carton a week based again upon personal investigation of these homes, which reflect the country, 9.6 packs a week. Now, when you divide the some 34 to 35 million homes that consume cigarettes into two halves, and you take a 17 million light-smoking half, you find that they smoke about a half a carton a week, 5.2 packs. And these heavy smokers, the half that smokes more, they consume an average of about a carton and a half, or 14.1 packs. Now, if you are more interested in the heavy smoker, or the heavy smoking family, the more valuable customer, if you're more interested in the $141,000 account than the $52,000 account, then we have evidence which relates this to television overall.

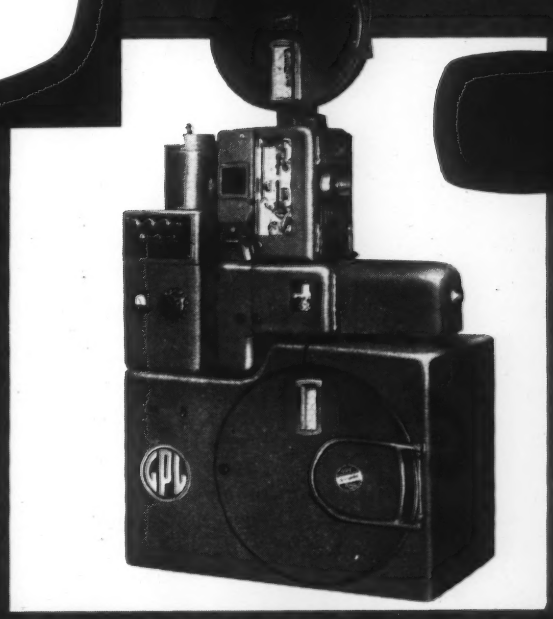
Remember our quintiles and our families that go up to nine hours a day? As I mentioned before we know the incidence of smoking from the Nielsen company in each of these fifths. First of all in those seven million families that don't watch television so much, only an hour and 22 minutes a day, which of course would qualify them as the heaviest readers of magazines and newspapers, the consumption of cigarettes is 63% of those families.

What of single people then? That's probably why the viewing there is not quite so high. They're away in the daytime and sometimes at night. And that's why smoking goes down a little bit in that second quintile. It cuts off to 52%. That third quintile 65%, the fourth quintile 67% and those television gluttons are also gluttons for cigarettes because as you see, over four out of five [over 80%] of those homes smoke. So the more they view, the more they smoke. There's a very definite proven—not generalized but proven—documented relationship between cigarette smoking and television overall.

Now because for the same homes where we know how many cigarettes are smoked we have a continuing record of television tuning from the Nielsen Audimeters and are able to relate the two, we have found out certain kinds of television, certain hours of the day which frankly are not relatively efficient in reaching cigarette smoking homes and heavy cigarette smoking homes. And the best key qualitatively to the heavy cigarette smoking home is late at night, 11 to 12. That's when you find the greatest spread between the heavy smoker and the light smoker so far as television viewing is concerned. In our own opinion, our own evalution, the more productive use of television is at this time in the relatively available 11 to 12 hour where value to the cigarette manufacturer in terms of the kinds of people he reaches is much greater than it is at any other time. He can buy it at less cost. It is as I mentioned before relatively available. And he can reach the vast majority of heavy cigarette smoking homes with a spot campaign, for example, 10s and 20s in local time across the country from 11 to 12.

Summing up television as an advertising medium and the cigarette market relationships: You'll see that the television homes at the time the study was done, which was a few months ago, represent 71% of all the homes in the country, 77% of the homes with one or more smoker, 79% of all cigarette consumption, 82% of heavy cigarette smoking homes and 85% of homes with both men

Two
MAJOR NETWORKS
placed orders for several
of GPL's new 35mm.
Telecast Projectors as
soon as they became
available.



the new GPL 35mm. telecast projector

Here is equipment with which you can give your public the best in color. To develop it, GPL adapted to TV the world-famed equipment of an affiliated GPE Company—the SIMPLEX Projector Mechanism and Sound Head, standard of the motion picture world.

Run your eye down this list of GPL 35mm. projector features . . . then take a look at your present equipment.

- Flatness of illumination greater than 90% of high level
- Jump and weave less than 0.15% of picture width
- Resolution in excess of 500 lines
- 40% nominal application time
- Relay condensing optics for field lens or direct-in operation
- Dual lamp system for completely reliable operation
- Standard motion-picture sound specifications
- Permits still-frame operation
- Designed for 3-vidicon color or monochrome chain

CAN YOU AFFORD TO WAIT?

Write, wire or phone for detailed information.

GPL

General Precision Laboratory Incorporated
Pleasantville, New York

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

and women smokers. In asking for a budget, frankly for television we'd ask, of $10 million, $7 million. And here's why we would ask for that amount. You can spend $7 million per year or $140,000 per week and on this Nielsen evidence, reach 70% of the total cigarette market, reach in a week's time with frequency the homes that consume over seven out of ten cigarettes. This evidence was furnished us by Nielsen in terms of actual spot availability on our member stations and we furnished that. So it is not generalization. It is a documentation. With 10s and 20s for which we selected the time which occurred to us based on this study would be most productive and efficient in reaching heavy cigarette smoking homes with television's sight plus sound plus motion using the saturational spot and reaching more homes more often at less cost-per-thousand, $1.20 is the cost per thousand of a good campaign to reach 70% of the cigarette smoking market in a week's time with a frequency of about five times each. Therefore we'd like to rest our case asking for $7 million.

THE CASE FOR NETWORK TV

By Charles R. Abry
ABC-TV Network

BEFORE going into a specific proposal for a share of the budget I think I'd like to take just a couple of minutes to update you on what we think is a new force and a strong force in network television. No longer do you as a prospective client face the dreadful prospect of being the ping pong ball being batted back and forth between Madison Ave. and Rockefeller Center. There's a third court on the table now. And we think we've proved our case over the last three years. I have a few statistics. According to PIB, in 1953 our gross billings were 21 million, in '54, 34 million, and in 1955, 51 million. We did it by changing the commercial hour concept in the month of January of each year. In '53 we had 10 hours, in '54 18 hours, in 1955 20 hours, 1956 37 hours. We were offering you coverage in a better degree during those years. From the point of December 1953, our average ABC program had a coverage factor of 72%, in 1954 76%, and 1955 80%. And to some of our detractors who may say, "Yeah, but how many of them did you have down low?" May I point out that to reach an average of 80, for every 70 there had to be a 90. And all of that is reflected in a figure that to me is most impressive, which is that taking a one hour nighttime program and measuring it against the total number of homes reached per average one hour. In 1953 we delivered 35 million home hours, in 1954 51 million, and in 1955 80 million hour-homes. We think that we can continue this growth and we think that these are the facts that indicate particularly the coverage in the homes reached, that we're ready to deliver to you what we propose.

Ten million dollars coming in cold did sound like an elephant. We're asking for half of it, or $5 million. And I'd like to show you how we'd recommend you split it up. We have what we call a four-dimensional plan. In our *Afternoon Film Festival* with five spots per week, one minute per day, for a total at $10,000 a week; three spots per week in our Sunday night program, *Famous Film Festival*, with one in each half hour for a total of $15,000 a week; an alternate week situation comedy on a major-minor basis, two minutes one week, one minute the other, averaging out at $40,000 a week or obviously $80,000 for two weeks and a half hour of an adult western on an alternate-week, at $36,000, for a total of $101,000 or slightly over the $5 million. And here's why we picked the two types of program. Using some of the figures that I guess we got from TvB, taking the norm out of your U. S. tv homes, our figures show 31.6% are no smokers, light smokers 31.9%, heavy smokers 36.5%, and I think that checks fairly closely with Ollie's. In a situation comedy which normally is heavy in woman viewers, the light smokers are 28% and the preponderance of audience is in the heavy smoking classification of 45.3%. Again a situation comedy at 11:30 is a real buy. And on the adult western, again, the weight of your audience, and these are Nielsen figures, are in the light and most basically in the heavy smoking group. And also our choice of the situation comedy is that classically it has a large woman's audience and we believe very much the figure that we heard from radio, how important that woman is, (A) as a smoker on the rise and (B) as the buyer of cartons of cigarettes.

This is how the pattern would break down on a weekly exposure. We think that with the *Afternoon Film Festival*, and incidentally, the whole program gives you a seven day exposure, that you can move around and catch different segments and if a particular housewife is nuts for *Queen for a Day*, you can get her in the other half hour. The three minutes on Sunday night, the adult western on Wednesday night and—I beg your pardon, you get the situation comedy in a family hour of 7:30 to 8 on Saturday night. In the *Afternoon Film Festival*, and we're using our first Nielsen in January, it had an NTA of 11.4 and an average audience of 5.8. Buying against the end rate which we've used in our figures, you come up with a cost-per-thousand of $1.50 for a one-minute commercial, with a great deal of flexibility. On the Sunday night films, and I, here because of the limitation of time, am going to skip the pitch on the films themselves, the November to January NTA average was a 13.2 and the average audience an 8.3 and a cost-per-thousand of $2.43. I'd like to point out that in that Jan. 2 report this NTA is up to an 18.4 and the average audience up to 11.2 and I don't have my slide rule, but I know that $2.43 is high compared with the latest ratings.

On an adult western we've used Nielsen average figures rather than project anything. Some of our current programs on the air in this particular presentation are reaching or attaining these figures, particularly *Cheyenne* of Warner Bros. We think that particularly going to an hour, you're going to come up with better figures, and incidentally, this based on a half an hour program with an NTA of 29.5, an average audience of 22.9 and a cost-per-thousand of $3.66, which is below the mean average of nighttime programming. The situation comedy has again, the advantage of very heavy smokers and a heavy woman's audience with a Nielsen Total Audience of 26.7, an average audience of 24.2 and a cost-per-thousand of $3.58. Now here is the weight, or, a word I've learned from Ollie Treyz, tonnage, which I think is rather important to you, that your net weekly unduplicated homes which you are reaching with at least one minute of commercial time is 17,900,000, your total weekly home visits are 26,603,000, your total weekly home impressions 33,800 and your weekly time and talent $101,000 and the overall cost-per thousand on the expenditure of $5 million is $2.98, subject to the last figures from Nielsen which would be a reduction. Therefore we think that from the point—we did not make an overall media pitch today—we're out for the dollar—we think that we can deliver to a cigarette manufacturer effective sales, effective coverage, and a good 1956 with $5 million. That's it.

MR. ABRY

HAPPY IS THE ADVERTISER WHO IS ON

THE PAT & JACK SHOW OVER WPEN–THE

HIGHEST RATED FOOD MERCHANDISING

PROGRAM IN THE PHILADELPHIA *AREA

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New York, Chicago, Los Angeles, San Francisco
*Pulse: Sept.-Oct. 1955

dial 950
WPEN

The frowns on the advertisers below are because they couldn't buy participations in the show. It's now SOLD OUT. We'll be happy to put you on the waiting list, however.

THE PAT & JACK SHOW
9:05-10 A. M. Daily

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	First 5 Texaco Mon. Morning Headlines	Wrigley News	TWA Walter Winchell	Monitor
6:15	Paul Harvey News	Wm. Wrigley Gene Autry (191) R	Seeman Bros. Tomorrow's Front Page Headlines	Meet the Press
6:30	It's Time	Liggett & Myers Gunsmoke (195)	Mutual Benefit Bob Considine	
6:45	The Evening Comes		Les Paul	
7:00	Weekend News	Edgar Bergen Show (198) (CBS Columbia Anahist 20th Century)	General Tire Sports Time	
7:15	Show Time Review		"By the People"	
7:30	George Sokolsky			
7:45	It's Time			
8:00	Valentine	News	Stand By Round the World	
8:15	Henry Milo Travel Talk S	Toni Our Miss Brooks (206)		
8:30	Co-op America's Town Meeting	P. Lorillard Two For The Money (200)		Monitor *
8:45				
9:00	Overseas Assignment	News		
9:15	Lifetime Living S	Mitch Miller Show S		
9:30	It's Time		Manion Forum Dean Clarence Manion	
9:45	Sammy Kaye		Co-op Keep Healthy	
10:00	It's Time	Sports		
10:15	Erwin Canham	News	Billy Graham Evangelist Assn. Hour of Decision	
10:30	Dick Hayes Sings	Face the Nation		
10:45	The Assemblies of God "Revival Time"	Church of the Air S	Wings of Healing	American Forum
11:00	Texaco News	News		
11:15 PM	Moods in Melody	U.N. Report Dance Orchestra	Repeat of Billy Graham Hour of Decision	Monitor *

MONDAY

	ABC	CBS	MBS	NBC
	No Service	Allan Jackson	Stand by With Bob & Ray	No Network Service
	Bill Stern	No Service	Les Paul Sports	Sun Oil & Co-op 3-Star Extra (34)
	No Service	Dolco Batteries Lowell Thomas (198) R	Kraft News	Alex Drier Man on the Go Co-op
	CIO-AFofL Edw. P. Morgan	Longines News	Co-op Fulton Lewis, Jr.	No Network Service
	Co-op Quincy Howe	Curt Massey Show S	Amer.'s Business Dinner Date	Miles Labs News of World (166)
	Events of the Day	Philip Morris Bing Crosby	Men of Action American Home Prod. Gabriel Heatter	One Man's Family ***
	Mayflower News	Am. Oil Ed. R. Murrow (89)	Les Paul Special Edition	Gen. Motors Henry J. Taylor
	Metro Auditions of the Air	My Son Jeep	True Detective Mysteries	
	News S	Yours Truly Johnny Dollar	(Participating)	Boston Symphony Orchestra
	Firestone Voice of Firestone	Lipton & Toni (alt. wks.) Godfrey Talent Scouts (171) R	John Steele	
	Sound Mirror	Viceroy News	Esso Reporter Jackson Brewing Jax World of Spts	Bell Telephone Telephone Hour (185) R
	ABC News	Jack Carson Show S	Behind the Iron Curtain	
	Offbeat	Anahist, Kools CBS Columb'a Amos 'n' Andy Music Hall	Reporters' Roundup	Eastman School Symphony Orchestra
	News	Chevrolet News		
	Vandercook, CIO	Eric Sevareid S	Virgil Pinkley	Fibber McGee & Molly *****
	The 3 Suns	Dance Orchestra	Soundstage	News-Frederick
	News		Distinguished Artists Series	Heart of the News
	Martha Lou Harp			All Star Parade of Bands
	Songs by Dini	CBS News	Mutual Reports The News	No Network Service
	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Allan Jackson	Stand by with Bob & Ray	No Network Service
	All State Bill Stern	No Service	Les Paul Sports	Sun Oil & Co-op 3-Star Extra (34)
	No Service	Dolco Batteries Lowell Thomas (199)	Kraft News	Alex Drier Man on the Go Co-op
	CIO-AFofL Edw. P. Morgan	Longines News	Fulton Lewis Jr.	No Network Service
	Co-op Quincy Howe	Curt Massey Show (121)	Amor.'s Business Dinner Date	Miles Labs. News of World (168)
	Events of the Day	Philip Morris CBS Columbia Bing Crosby	Men of Action Gabriel Heatter	One Man's Family ***
	Mayflower News	Ed. R. Murrow S	Coca-Cola Co. The Eddie Fisher Show 245)	RCA Network Participations People Are Funny
	The World & You	My Son Jeep	Treasury Agent	
	News S	Yours Truly Johnny Dollar	(Participating)	Network Participations RCA, Carter Dragnet
	Admiral Life is Worth Living	Suspense	Squad Room	
	Admiral News	News	Esso Reporter Jackson Brewing Jax World of Spts	B&W News
	Sound Mirror	Jack Carson Show S	Dateline Defense	Politics & Primaries
	ABC News	Kools Amos 'n' Andy Music Hall (198)	The Army Hour	Biographies In Sound (3/20 only)
	Offbeat	Chevrolet News		
	News	Eric Sevareid S	Virgil Pinkley	Fibber McGee & Molly *****
	Vandercook, CIO	Campaign '56	Soundstage	News-Frederick
	The 3 Suns	Dance Orchestra	Dance Time	Joseph C. Harsch
	News			Nightlife with Nordine
	Take Thirty S		Mutual Reports The News	
	Singing with the Stars	CBS News	U N Radio Review	No Network Service
	Sports Report S	Dance Orchestra		News of the World Morgan Beatty

WED

	ABC	CBS
	No Service	Allan Jackson
	Bill Stern	No Service
	No Service	Dolco Batteries Lowell Thomas (198)
	CIO-AFofL Edw. P. Morgan	Longines News
	Co-op Quincy Howe	Curt Massey Show (198)
	Events of the Day	Philip Morris CBS-Columbia Bing Crosby
	Mayflower News	Am. Oil Ed. R. Murrow (89)
	The World & You	My Son Jeep
	News S	Yours Truly Johnny Dollar
	Your Better Tomorrow	FBI in Peace & War
	News	
	Sound Mirror	Viceroy News
	News S	Jack Carson Show S
	Offbeat	Mitch Miller Amos 'n' Andy Music Hall (198)
	News	Chevrolet News
	Vandercook, CIO	Eric Sevareid S
	Pabst Fights	News
		Sound Mirror
		Press Buyer
		Dance Orchestra
	Singing with the Stars	CBS News
	Sports Report S	Dance Orchestra

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Great Moments Great Composers	Music Room		
9:30	It's Time		Christian Rel. Church Back to God (288)	Monitor *
9:45	Prophecy, Inc. Voice of Prophecy (99)	Church of the Air		Art of Living
10:00	Texaco News	Chev. News	Radio Bible Class (291)	National Radio Pulpit
10:15	Message of Israel S	E. Power Biggs S		
10:30	Texaco News	Leading Question S	Voice of Prophecy (307)	
10:45	Negro College Choirs S			
11:00	It's Time	News	Dawn Bible Frank & Ernest (302)	
11:15	Marines in Review	Invitation To Learning S	First Church How Christian Science Heals	Monitor * 8 a.m. Sun. Thru 12 Mid. Sun. (except as noted)
11:30	Texaco News		Northwestern U. Review S	
11:45	The Christian In Action S	Salt Lake City Tabernacle S		
12:00 N	No Net Service	Chevrolet News Washington Week S	As I See It Frank Kirkpatrick	
12:15 PM		World Affairs Report S		
12:30	It's Time	Guy Lombardo Orchestra S	Bill Cunningham Co-op	The Eternal Light
12:45	Frost & Center		First Church How Christian Science Heals	
1:00	Churches of Christ Herald of Truth (188)	F. W. Woolworth 1-2 p m Woolworth Hour (200)	Les Paul Front Page Exclusive	Monitor *
1:15			Merry Mailman	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Breakfast Club (Participating)	Co-op News	Co-op Robt. Hurleigh	No Network Service
		No Service	Easy Does It	
			Mutual Magazine	
	Sterling MWF My True Story	Arthur Godfrey (Participating)	Cecil Brown	
	When A Girl Marries (165) (Participating)		Footnotes To Medical History	
	Dean, Stanback Whispering Streets (224)		Guest Time	
	Paging the News S		Kraft News	
	Swift Magic Kingdom		Johnny Olsen Show	Weekday **
			Kraft News	
	Mayflower News	Make Up Your Mind S	Norwich Grove Quaker Fla. Citrus Story Time	
	Thy Neighbor's Voice	Wrigley Howard Miller (145)	Queen for a Day Participating	
	Inner Circle	Bishop, Gen. Fds. P. Morris, Std. B. Wendy Warren	Kraft News	Miles Fibber McGee & Molly
	Valentine	Backstage Wife	Quaker, H'wood A. Ladd's Modern Moods	
	Luncheon at Astor	Ponds, Toni Pharmaco Helen Trent		
	Sunshine Boys	Our Gal Sunday S	No Service	
	How To Fix It	Hazel Bishop Road of Life (131)		
	No Network Service	P&G Oxydol Ma Perkins (162)	Co-op Cedric Foster	No Network Service
	Co-op Paul Harvey		Mutual's Music Box	
	Co-op Ted Malone			

SATURDAY

	ABC	CBS	MBS	NBC
		Co-op News		
		Farm News		
	Co-op No School Today	St. Louis Melodies	No Network Service	
		Ferry Morse Seed Co. Garden Gate		
		Chev., A. Jackson		
	Table Products Inc.	Galen Drake S		Monitor * 8 a.m. Sat. Through 12 Mid. Sat. (except as noted)
	It's Time	Father John's Medicine		
	Muppets and Melodies		Good News (Religious)	
		Calmer S	Conference Call	
	ABC News*	Robt Q. Lewis (185) S		
	The Inner Circle		Lucky Pierre Show	
	It's Time			
	All-League Clubhouse S		Musical Wheel of Chance	
		Milner	Les Paul	
	ABC News	Chev., A. Jackson		
	World Tourist	Romance S	Teenagers USA	
	101 Ranch Boys S			Allis-Chalmers National Farm & Home Hour (Eastern Stations Only)
	American Farmer S	Liggett & Myers Gunsmoke (198)		
	ABC News	Chev., A. Jackson		Monitor *
	Navy Hour S	City Hospital	Magic of Music	Allis-Chalmers Home Hour (Central Sta's)

SU

	ABC	CBS
1:30 PM	Texaco N	
1:45	Pilgrim	
2:00	Healey Ki Inc.	Longines Symphonet
2:15	Dr. Oral Ro	(115)
2:30	Dr. Wi	
2:45	Wings of He	
3:00	Pan Amer Union	New York Philharmonic Symphony
3:15	It's Time	
3:30	Dr. Billy Gr Hour of De (220)	
3:45		News
4:00		
4:15	Gospel Ro Old-Fash Revival H	
4:30		A Sunday Afternoon
4:45		
5:00	Holida for Chi	L. Cochran Concert, N
5:15		Indictment
5:30	Texaco, N	
5:45 PM	Guardi Greatest Ever Told	Fort Laramie

EVENING

	THURSDAY				FRIDAY				SATURDAY				
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	
6:00 PM	Not in Service	Allan Jackson	Stand by With Bob & Ray	No Network Service	Not in Service	Allan Jackson	Stand by With Bob & Ray	No Network Service	Pan American Union	Music By Antinini	John T. Flynn	Monitor *	6:00 PM
6:15		No Service				U.N. on the Record S		Richard Harkness Co-op			Les Paul		6:15
6:30	Bill Stern		Les Paul Sports	No network Service	Bill Stern		Les Paul Sports	No network Service	Co-op Sports Kaleid	Young Ideas Fred Robbins	Airmen of Note		6:30
6:45	No Service	Delco Batteries Lowell Thomas (199)	Kraft News	Sun Oil Co-op 3-Star Extra (34)	No Service	Delco Batteries Lowell Thomas (199)	Kraft Five Star	Sun Oil Co-op 3-Star Extra (34)	Co-op Sports Afield With Bob Edge		Report from Washington		6:45
7:00	CIO-AFofL Edw. P. Morgan	Longines News	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op	CIO-AFofL Edw. P. Morgan	Longines News	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op	CIO-AFofL Edw. P. Morgan		Jax World of Sports With Bob Neal		7:00
7:15	Co-op Quincy Howe	Curt Massey Show (204)	Amer.'s Business Dinner Date	No Network Service	Co-op Quincy Howe	Curt Massey Show (204)	Amer.'s Business Dinner Date	No Network Service	Overseas Assignment	Juke Box Jury	Pay the Question		7:15
7:30	Events of the Day	Philip Morris Milner. Rusco Bing Crosby	Men of Action Beltone alt. Thurs. Gabriel Heatter	Miles Labs News of World (168)	Events of the Day	Philip Morris CBS Col., Rusco Bing Crosby	Men of Action Amer. Home Gabriel Heatter	No Network Service	As We See It (CIO)		Inspiration Please	Monitor *	7:30
7:45	Mayflower News	Ed. R. Murrow S (89)	Coca-Cola Co. Eddie Fisher Show	One Man's Family ***	Mayflower News	Am. Oil Ed. R. Murrow (89)	Les Paul Special Edition	Miles Labs News of World (168)	This Week In Washington				7:45
8:00	The World & You	My Son Jeep	Official Detective	Carter The Great Gildersleeve Network-local participations	The World & You	My Son Jeep	Counterspy	One Man's Family ***	ABC News	Chevrolet News	True or False		8:00
8:15	News S	Yours Truly Johnny Dollar	(Participating)		News S	Yours Truly Johnny Dollar	(Participating)	National Radio Fan Club Network & local participations					8:15
8:30	Your Better Tomorrow	21st Precinct S	Crime Fighters	The Goon Show	Your Better Tomorrow	CBS-Radio Workshop	City Editor			Saturday Night Country Style	Musical Caravan		8:30
8:45	Mayflower News	News S	Esso Reporter	B&W News	Mayflower News	Viceroy News	Esso Reporter	NBC Job Clinic	Dancing Party S				8:45
9:00	Sound Mirror	Jack Carson Show S	Jackson Brewing Jax World of Spts	American Adventure	Sound Mirror	Jack Carson Show S	Jackson Brewing Jax World of Spts				I Ask You		9:00
9:15	News S		TBA		News S		American Travel Guide	National Radio Fan Club Network & Local Participations		News S			9:15
9:30	Offbeat	Kools Amos 'n' Andy Music Hall (198)	Co-op State of the Nation	Conversation	Offbeat	Amos 'n' Andy Music Hall (198)	Double Date				Lombardoland U.S.A. S	R. J. Reynolds & Co-op Grand Ole Opry (93)	9:30
9:45	ABC News	Chevrolet News	Virgil Pinkley	Fibber McGee & Molly *****	Anahist News	Chevrolet News	Virgil Pinkley	B&W News					9:45
10:00	Vandercook, CIO	Eric Sevareid S	Soundstage	News-Frederick	Vandercook, CIO	Eric Sevareid S	Soundstage	Gillette Boxing	Vandercook, CIO	News S	Oklahoma City Symphony Orchestra		10:00
10:15	The 3 Suns	Dance Orchestra	Ted Heath & His Music	Carling Cons. Club	The 3 Suns	Capitol Cloakroom S	Dance Time	Sports Digest	The 3 Suns	Basin Street Jazz			10:15
10:30	ABC News			Jane Pickens Show	ABC News	Dance Orchestra		Fibber McGee & Molly *****	Lawrence Welk Army Show	Dance Orchestra		Monitor *	10:30
10:45	Front & Center		Mutual Reports The News		Indoors Unlimited		Mutual Reports The News	Sports Highlights					10:45
11:00	Singing with the Stars	CBS News	U N Radio Review	No Network Service	Songs By Dini	CBS News	U N Radio Review	No Network Service	Statler Orchestra	News Analysis	Hardy Burt Commentator		11:00
11:15 PM	Sports Report S	Dance Orchestra		News of the World Morgan Beatty	Sports Report	Dance Orchestra		News of the World Morgan Beatty		Dance Orchestra	Dance Time		11:15 PM

DAYTIME

	SUNDAY			MONDAY - FRIDAY				SATURDAY			
	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC
		Lutheran Hour (479)	Monitor *	Closed Circuit	Toni TuTh Ponds—WF Dr. Malone	Luncheon with Lopez	No Network Service	It's Time	Kathy Godfrey Show S	Symphonies For Youth	Monitor *
				No Network Service	P&G Duz Guiding Light (128)	Kraft News	Weekday **	Shake the Maracas	News S		
			The Catholic Hour		Ponds—TuTh Mrs. Burton	A Letter to Lee Graham		Texaco News	Spring Serenade		
		Festival of Opera		The Martin Block Show	Brighter Day	(MTuTh) Military Band (W) Rich'd Hayes (F) Salute to the Nation			Dance Orchestra	Fifth Army Band	
					Toni & Bristol-Myers Nora Drake (200)	Mutual Reports	Hotel for Pets Coast Fisheries ****	Texas Co. Metro. Opera	News S		
					Lever—MF Franke Amr. TuT Aunt Jenny	[Mutual Matinee with Dan McCullough	Doctors Wife		Richard Hayes Army Show	Country Jamboree	
					Houseparty† (183) R		P&G Right to Happiness		Dance Orchestra		
					Hartz—Song	(MTuWF) Bandstand USA (Th) Dick&Dian	Widder Brown *****		News S	Sports Parade	Monitor *
					No Service		P&G Popper Young		Dance Orchestra		
					Chef Boy	Mutual Reports	Miles Woman In My House	Pop Concert	Make Way for Youth		
					No Service	Mutual Matinee with Dick Willard	When You Wish Upon A Star	The World Tourist	News S		
					News		Gen. Mills & Amer. Bakeries Lone Ranger		New Orleans Jazz	Co-op Stand-By Sports	
					No Service	Stand By With Bob & Ray	Production Five	Dinner at the Green Room S	Saturday at the Chase		
						Les Paul				Les Paul	
						Gen. Sports Time					
						Kraft News					

February 27, 1956

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EST.

ABC—

7:55-8 p.m., Les Griffith & The News. (332). Weekend news sponsored by Texas Co. in each of four time zones, 13 times on Sat., 11 times on Sun.

It's Time, 5 min., unsponsored, 10 times on Sat., 8 times on Sun.

CBS—

8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)
11:30-11:35 a.m. Sun. Lou Cioffi—News (8)

† Houseparty.

3-3:15 p.m. MWF Lever—Th. Sunsweet.
3:15-3:30 p.m., Th. Fri. Dole.
Gen. Motors — Allen Jackson.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.
G. Drake—Tasti Diet Sat. 1:25-30 p.m., 203 Sta.
Football Roundup, starts Sats., 2-6 p.m., beginning Sept. 17.

Amos 'n' Andy Music Hall
Brown & Williamson, M. F. S., Ted Bates

NBC—

* Monitor—Network & Local Participations Barbasol, Miller Brewing, RCA
** Weekday—Network & Local Participations Carter Prods., Sterling Drug, Q-Tips Sales
*** One Man's Family—Net & Local Participations Weds: Carter (Last 3/21), Anahist (Last 3/14)
**** Hotel For Pets—MWF: Coast Fisheries—with stations not ordered commercially taking the program on Sustaining basis
T&TH—Complete Sustaining basis
***** Young Widder Brown—M-Th—Sterling Drug, Fri—Network Participations
****** Fibber McGee & Molly—Network & Local Participations Tues—Viceroy

STATE HEADS, NARTB MAY MEET ANNUALLY

Successful three-day convocation of 43 state association presidents at NARTB Washington headquarters seen as precedent for making event an annual affair.

PRECEDENT was set last week for an annual conference of state association presidents at NARTB Washington headquarters as representatives of 43 states held a three-day session that included formal talks and informal exchanges of ideas and problems.

At the last session Tuesday afternoon, members of the group agreed the idea of the conference was sound. Some felt the conference could be of more value than an industry convention, with opportunity to fit state and local problems into the national scene.

Discussion subjects covered a wide range, running from legislative topics to such local matters as advertising rates, sports and taxes. NARTB President Harold E. Fellows recalled the conference idea had resulted from three years of planning. State presidents have met informally at luncheons during NARTB conventions but never before had assembled for a formal meeting.

FCC Chairman George C. McConnaughey cautioned that over-commercialization may lead to public revulsion and government action (see story page 28).

Case histories of state and local issues were presented by five state presidents. Walter J. Teich, WOEL Oelwein, Iowa, discussed developments in the tax situation. J. Maxim Ryder, WBRY Waterbury, Conn., observed that Kentucky had just become the 37th state to enact libel protection and reviewed progress of legislation around the nation. J. Elroy McCaw, KTVW (TV) Tacoma, Wash., discussed legislation designed to control advertising of alcoholic beverages. Paul J. Miller, WWVA Wheeling, W. Va., outlined progress made in obtaining access to public and court proceedings on a level with other media. Local sports matters were reviewed by Robert Wells, KIUL Garden City, Kan.

CASE histories of legal, sports and freedom of information developments were reported by five state presidents at NARTB's first roundup of association heads. Speakers were (l to r): Walter J. Teich, KOEL Oelwein, Ia.; J. Elroy McCaw, KTVW (TV) Tacoma, Wash.; Paul J. Miller, WWVA Wheeling, W. Va.; Robert Wells, KIUL Garden City, Kan., and J. Maxim Ryder, WBRY Waterbury, Conn.

The three-day conference opened Monday with an all-day open house and informal group meetings at NARTB headquarters. State presidents conferred with NARTB staff executives and with each other. Formal programming was held Tuesday, followed by an evening reception and dinner attended by media and government guests.

Wednesday noon the delegates attended the annual Voice of Democracy awards luncheon at which the four national high school winners were presented scholarship checks and tv sets.

President Fellows voiced confidence the state association roundup would be an annual event. He said the goal of the meeting was "a better estate for broadcasting and thus a better broadcasting service for the American people."

Chairman McConnaughey, speaking at the Tuesday luncheon, after warning of the danger of over-commercialization practices, urged broadcasters to follow carefully the FCC's public notice governing political campaign practices under Sec. 315 of the Communications Act.

Commenting on access of radio-tv to court trials and legislative proceedings, he said he was observing industry progress with interest but was concerned about the danger of distracting trial participants and making false heroes out of criminals. With new techniques, he said broadcast media should gain increasing acceptance as a means of informing the public directly.

Chairman McConnaughey said the broadcasting industry has grown to its present stature as a result of voluntary cooperation through the free enterprise system.

Howard H. Bell, NARTB assistant to the president, said the association provides a clearing house for exchange of information and experience. He added that it helps state broadcasters in such matters as occupational and gross receipts taxes; access to court and public proceedings; alcoholic beverage legislation, political broadcasting and libel. He described the association's publication, *State Side*, and called on states to keep NARTB posted on local developments. Finally, he told how states and the association can work together in meeting common problems.

Joseph M. Sitrick, NARTB publicity-infor-

WROW-TV	Albany
WAAM	Baltimore
WBEN-TV	Buffalo
WJRT	Flint
WFMY-TV	Greensboro
WTPA	Harrisburg
WDAF-TV	Kansas City
WHAS-TV	Louisville
WTMJ-TV	Milwaukee
WMTW	Mt. Washington
WRVA-TV	Richmond
WSYR-TV	Syracuse

Harrington, Righter and Parsons, Inc.
The only exclusive TV national representative

New York
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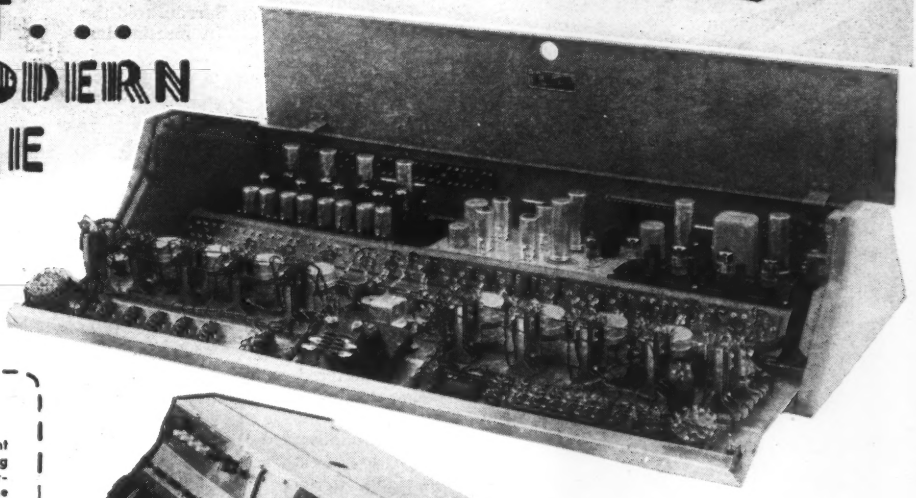
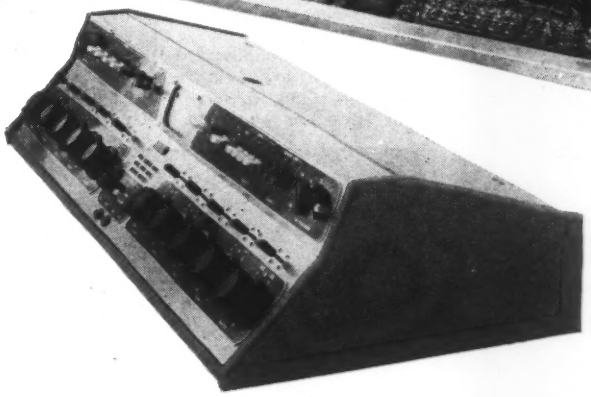
The "GATESWAY"

IS BROADCASTING'S NEWEST . . . MOST MODERN CONSOLE

GATES Hi-WATTER SERIES
MORE WATTS PER DOLLAR INVESTMENT





This is new:

- Inbuilt cue/intercom with front panel speaker for both talking and listening on all major circuits without disrupting house monitoring system.
- Inbuilt variable Hi-pass equalizer with front panel control to instantly correct or improve unlooked for program deficiencies.
- 4 tape/projector/turntable channels with individual cue position on each attenuator.
- New era in serviceability. Reach every part in as much time as it takes to move a hinged panel or chassis.
- Printed wiring for greater reliability — lower cost.
- More of everything—circuit facilities, mixing channels, amplifiers and performance. At least 20 exclusively new or greatly improved upon features.

In the continuing parade of new, modern and up-to-date broadcast equipment, comes the new "Gatesway"—a speech input console that is *new* all the way! *New* functional design, *new* features never before incorporated in standard designs, *new* performance standards and *new* manufacturing methods, manufacturing engineering is the correct wording, that provides far more equipment for each dollar invested. — A brochure on this wonderful new product is ready for you now. Better yet—you can have a new Gatesway *now!*

GATES

GATES RADIO COMPANY - QUINCY, ILLINOIS, U.S.A.

Manufacturing Engineers Since 1922

OFFICES IN .... NEW YORK, WASHINGTON, ATLANTA, HOUSTON, and LOS ANGELES

WAAM TV 13 Channel
TELEVISION HILL, BALTIMORE, MD. • AFFILIATE AMERICAN BROADCASTING COMPANY
Represented Nationally by Harrington, Righter & Parsons, Inc.—New York, Chicago, San Francisco
TOP POWER 316,000 WATTS

mation manager, outlined plans for the 1956 drive to bring out the vote, with American Heritage Foundation and Advertising Council coordinating media and community efforts. The drive will open with the spring theme, "Is Your Name in the Book?" This will promote registration. Second phase during the summer and early fall will be titled "Don't Vote in the Dark," calling on voters to become informed on candidates and issues. Final phase is to be directed at late registration and getting out the vote.

A. Prose Walker, NARTB engineering manager, reported on progress in Conelrad operations and discussed other engineering developments.

Sweeney Cites Coverage Of Texas Radio Stations

LOCAL news coverage by Texas radio stations provides service in 59 cities lacking newspapers as well as hundreds of other cities, offering an important revenue source as well as opportunity to provide public service, Kevin B. Sweeney, president of Radio Advertising Bureau, told the Texas Assn. of Broadcasters at its meeting last week.

Over 150 registered delegates at the McAllen meeting heard a dozen speakers cover such topics as tv sales, promotion and international topics. Gordon McLendon, KLIF Dallas, spoke at the Monday luncheon on the topic, "Will Radio Kill Television?"

Following a talk by R. F. Schenkkan, U. of Texas radio-tv director, five scholarships were offered by members to promote radio-tv instruction in state institutions. Those offering scholarships were David Morris, KNUZ Houston; Boyd Kelley, KTRN Wichita Falls; Robert I. Grimes, KBKI Alice; Jack W. Hawkins, KIUN Pecos, and Troy McDaniel, KGBT-AM-TV Harlingen. All offered scholarships to U. of Texas except Mr. Hawkins, who named Sul Ross College.

Mr. McLendon observed that tv has forced radio to go to work and has made local advertisers think in terms of bigger budgets. "The advertiser who used to be frightened by any amount in excess of $50 a week can sometimes now talk of several hundred dollars a week without suffering a paralytic stroke," he said.

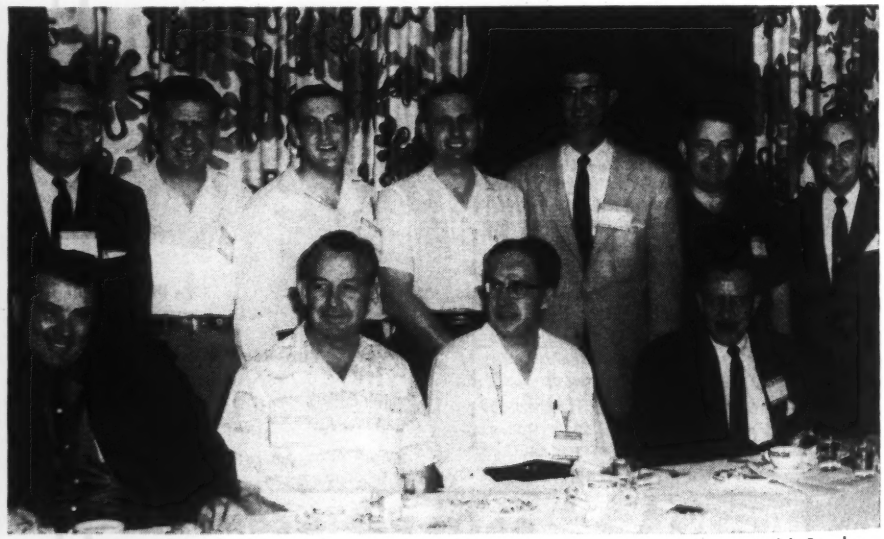
McLendon stations are following ratings closely, he said, with KLIF training its own crew of interviewers to take frequent coincidental surveys. Noting Dallas radio listening up 50% in a year, he ascribed much of the gain to "the new listen in news" and added that gross dollar billings are up in its cities—Dallas, Milwaukee, El Paso. He called on broadcasters to sell at card rates and said, "We've raised rates four times in one year."

Radio is just starting to realize its news advantages, Mr. McLendon said. He told how KLIF uses a slogan "Tomorrow's Newspaper Now" and frequently inserts in newscasts such phrases as ". . . . another example of how far radio news is ahead of the newspapers." He detailed the operation of KLIF's six-man news staff, soon to be almost doubled, and told how mobile units and beep interviews are handled on a 24-hour basis with as many as three or four program interruptions in an hour.

This intensive coverage, he said, "forces radio listening by a segment of the population which has got out of the habit of listening." He explained the KLIF policy of frequent editorializing when there is something to editorialize about and told about the station's controversy with the *Dallas Times Herald* [B•T, Feb. 6].

Others on the program were Richman Lewin, KTRE-AM-TV Lufkin, TAB president; Richard Salas Jeffrey, executive secretary, International Good Neighbors Council; Marshall Formby, KPAN Hereford, speaking on radio behind the Iron Curtain; Alex Keese, WFAA Dallas, discussing radio promotion; Al Johnson, KENS San Antonio, reviewing daylight saving; Norman Cash, Television Bureau of Advertising, speaking on tv sales; discussion session presided over by J. M. McDonald, KURV Edinburg, and a talk on religion in business by Rev. W. W. Stewart, Trinity Episcopal Church, Pharr.

TAB's fall meeting will be held at Lubbock. The board will meet again in June at Alpine.



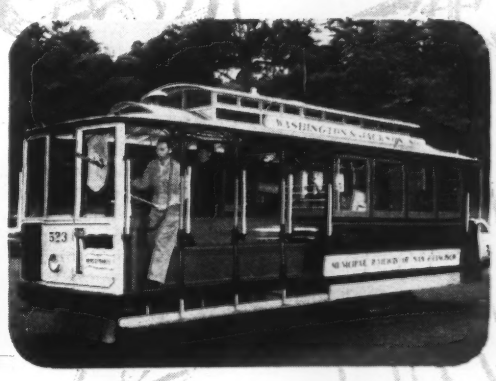
SHIRT-SLEEVE weather marked meeting of Texas Assn. of Broadcasters, held Sunday-Monday at McAllen. Officers and directors (seated, l to r): Boyd Kelley, KTRN Wichita Falls, copyright chairman; Albert D. Johnson, KENS San Antonio; M. E. Danbom, KTBB Tyler, and Louis R. Cook, KNOW Austin, directors. Standing, Jack W. Hawkins, KIUN Pecos, director; Barney W. Ogle, KRGV Weslaco, vice president; David H. Morris, KNUZ Houston, secretary-treasurer; Joe M. Leonard Jr., KGAF Gainesville, and Bob Bradbury, KPET Lamesa, directors; Richard G. Lewin, KTRE-AM-TV Lufkin, president; Gordon B. McLendon, KLIF Dallas.

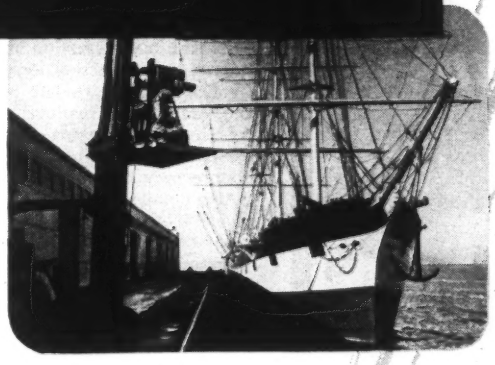
KRON TV highlights

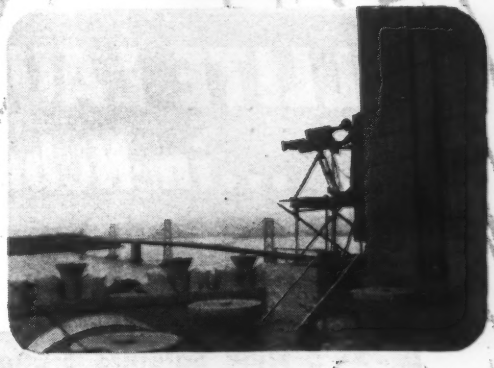
Northern California's importance to the "WIDE WIDE WORLD"

KRON-TV cameras contributed a total of nine different locations—*more local originations to "Wide Wide World" than any other NBC affiliated station.*

From the platform of one of San Francisco's famous cable cars . . . from the decks of the Balclutha, last full-rigged sailing ship in the world . . . to the levees of flood ravaged Yuba City, KRON-TV's cameras bring these scenes to viewers from coast to coast.







Yes, Northern California is important to the "Wide Wide World" and KRON-TV is a *must* buy to reach the greatest share of that important market.

San Francisco

KRON TV

Represented Nationally by Free & Peters, Inc.

AFFILIATED WITH THE S. F. CHRONICLE AND THE NBC-TV NETWORK ON CHANNEL 4

Tv Costs Proving Difficult For Advertisers—Hardesty

THE local advertiser is finding it increasingly difficult to afford tv, and even if he could "afford the double A rates," he still would be paying "at a cost-per-thousand far in excess of that of radio," John F. Hardesty, vice president, Radio Advertising Bureau, said last week.

Mr. Hardesty was the speaker at the first of a series of 50 sales clinics RAB is conducting around the country this season.

At the clinic, broadcast managers and salesmen of member RAB stations in the southern Virginia area watched a taped presentation on the subject of tv and listened to a series of specially recorded sales presentations that concentrated on sources from which radio revenue could be developed. These advertisers included financial firms, such as banks and savings and loans associations; men's apparel stores; drug stores; retail merchant groups, and summer advertisers.

The meeting was held at WSLS studios in Roanoke. James H. Moore, the station's executive vice president and a member of the RAB Board, was host.

Fellows on European Tour

NARTB President Harold E. Fellows left New York Friday by air for Munich where he will serve as observer for the Radio Free Europe project operated by Crusade for Freedom. Mr. Fellows will broadcast behind the Iron Curtain. His itinerary, with stops in Paris and London, includes foreign broadcast contacts and will bring him back to the United States in mid-March.

SENATE TV PROBE TAKES ON 'BRASS TACKS' ATMOSPHERE

Magnuson committee got down to business last week in its investigation of networks and the uhf-vhf dilemma, completed hearing the FCC and readied for more industry testimony this week. Noteworthy: 'cards on table' attitude, evidence of a new grasp of broadcast problems on the part of the committee members, and positive stands by FCC commissioners.

THE Senate Interstate & Foreign Commerce Committee last week held its most profitable sessions to date in its probe of tv network and uhf-vhf troubles, concluding its questioning of the FCC and setting the stage for four full days of testimony this week at which representatives of the industry, mostly uhf, and others will appear.

Hearings resume today (Monday) and continue through Wednesday, skipping Thursday and continuing Friday (see witness list).

The Senate group's day and a half of proceedings last Monday and Tuesday were marked by:

1. Comprehensive and penetrating sessions, with cards on the table and a minimum of fishing expeditions or other interruptions by senators.

2. An increasing, purposeful grasp of broadcast matters and problems by committee members and staff, notably Chairman Warren G. Magnuson's new radio-tv counsel, Kenneth A. Cox.

3. Individual commissioners' steadfast defense of their positions in answering searching and to-the-point questions from the committee.

Most active senators in the questioning were Chairman Magnuson (Wash.) and Sen. John O. Pastore (R. I.), Democrats, and Sens. John W. Bricker (Ohio), Andrew Schoeppel (Kan.) and Charles E. Potter (Mich.), Republicans. All seven FCC members—Chairman George C. McConnaughey, Rosel H. Hyde, John C. Doerfer, Robert E. Lee, E. M. Webster, Robert T. Bartley and Richard A. Mack—appeared at the sessions. Comr. Lee was absent Tuesday.

When FCC members stepped down from the witness stand at noon Tuesday these facts, or opinions, had emerged:

- Uhf is needed to complete a nationwide competitive tv system, regardless of any vhf acquisitions from the military.
- More tv facilities in more markets are needed for network and local programs and for smaller advertisers—25 large advertisers controlling over half of total station time.
- Comr. Doerfer opposes deintermixture. Chairman McConnaughey thinks it may be a partial answer. Comr. Webster wants to study it before committing himself.
- The Sixth Report's first priority (area concept) is largely fulfilled, but outlets still are lacking in individual communities.
- FCC has given its reallocations rulemaking top priority and a decision on it won't be held up to await results of the FCC's network study.
- Help for uhf is seen in new high-powered transmitter and a new receiving tube, but federal excise tax exemption as an incentive to all-channel set production looks hopeless.
- FCC doesn't want to be pinned down to a target date on its reallocations rulemaking.
- Comrs. McConnaughey and Doerfer feel residents of any all-uhf areas created by deintermixture may become "second-class citizens."

Also detailed were FCC's current policies on private intercity relays, microwave and coaxial cable tariffs, satellites, boosters, translators, community tv, subscription tv, multiple ownership, high-power uhf maximums, option time, exclusive affiliations, "five-mile" rule, overlap and antitrust activities.

Under questioning from Mr. Cox, Comr. McConnaughey acknowledged that less than 10% (about 7½%) of total uhf allocations are operating as stations, and that 21 uhfs went off the air in 1955. Asked if the situation would not worsen "unless some rather positive steps are taken to improve" uhf's position in the industry, Comr. McConnaughey said he couldn't say, that it is hard to project definitely.

He said the pioneer vhfs lost money for "a long time," but admitted that today a vhf which at first loses money still has a better chance for survival than a uhf because it is "common knowledge" that vhf "has a reputation for being better."

Mr. Cox referred to the priority goals listed by the FCC's Sixth Report & Order of 1952: (1) to provide at least one tv signal to all parts of the country; (2) to provide each community with at least one tv station; (3) to provide a choice of two tv services in all parts of the country; (4) provide each community with

SATELLITE LAUNCHED ...in Nebraska

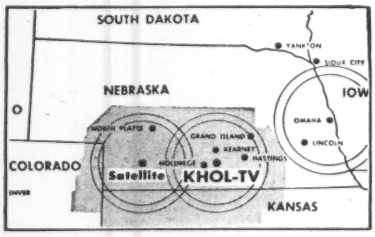
KHOL - TV'S New Satellite Station, Built by Viewers' Funds, Gives You Bonus Coverage at No Extra Cost in Nebraska's 2nd Big Market

KHOL-TV and Satellite Station cover rich Central Nebraska—the State's 2nd Big Market.

KHOL-TV picks up where Omaha leaves off—you buy no duplicate coverage.

One buy on KHOL-TV gives you bonus Satellite coverage at no extra cost.

Investigate Nebraska's 2nd Big Market today—contact KHOL-TV or your Meeker representative.



KHOL-TV
Owned and Operated By
BI-STATES CO.
CBS • ABC

CHANNEL 13 • KEARNEY, NEBRASKA
Channel 6 Satellite Station,
Hayes Center, Nebr.

Represented nationally by Meeker TV, Inc.

at least two tv stations; (5) to assign remaining channels to communities depending on population, geographical location and number of tv services available.

Mr. Cox said the FCC's statement indicated it has gone a long way toward achieving the first priority with tv outlets in 278 communities. Then he asked if the remaining priorities need pursuing to achieve a competitive nationwide tv system.

Comr. McConnaughey acknowledged that "improvements are needed and I think they will be made." He cited the present allocations rule-making.

Comr. Doerfer said he didn't agree that the first priority has been largely fulfilled. He said there is more need for vhfs than uhfs west of the Blue Ridge Mountains; that a solution to better coverage in some "fringe" areas is to blend uhf and vhf services.

In a market that will sustain three uhfs, he said, the better approach is to have one vhf and two uhfs. He said he has opposed "uhf islands" because "vhf islands" would thus be established, and "you will never get penetration of uhfs and vhfs." This, he said, would "isolate" and "build a sort of economic iron curtain between the two."

He said he thinks there is a conflict between the first and second priorities and "it's unequitable to give uhfs to some people and vhfs to others." He said he feels the Federal Communications Act supports equitability over competitiveness and that sometimes "you have to choose" between the two.

Mr. Doerfer said the success of a uhf in a vhf market depends essentially on programming and that the FCC ought to consider a rule limiting a network affiliate to one network, so the vhfs "can't scoop off the cream of the three networks." He said he is not ready to adopt such a rule, only to explore it, "but I think the solution will be programming if we can devise a rule which won't do violence to our free enterprise system."

Asked by Mr. Cox if he would restrict the "major centers of population" to fewer stations than they could support, Mr. Doerfer said he felt a farmer "50 miles from Madison (Wis.) is as important as John Jones in New York City." When Mr. Cox asked him if that farmer is as important as "seven million John Joneses in New York City," he asked: "Why should John Jones in New York have seven tv stations and the farmer have none?"

Mr. Doerfer said that in a area of 300,000 people, where uhf would reach 250,000 of them and vhf would reach all, he would rather have one vhf to reach the remaining 50,000 than three uhfs that would reach only 250,000.

Mr. Doerfer said he thought it possible under the present allocations to achieve the first priority of the Sixth Report without "doing violence" to it.

Comr. Lee said it is "difficult to quarrel"

SCHEDULED WITNESSES

Monday

Harold Thoms and Benedict Cottone, UHF Industry Coordinating Committee; S. H. Patterson, KSAN-TV San Francisco; George Storer, Storer Broadcasting Co.; Harry Tenenbaum, KTVI (TV) St. Louis; John W. English, WNAO-TV Raleigh, N. C., and WSEE (TV) Erie, Pa.; Nick Phillips, Pittsburgh, Pa.

Tuesday

Stanley N. Barnes, Assistant Attorney General, and Victor Kramer, Anti-trust Division, Dept. of Justice.

Philip Merryman, WICC-TV Bridgeport, Conn., president of Hometown Television Inc., accompanied by Ben Adler, Adler Communications Labs., New Rochelle, N. Y.; Dudley Jewell, managing director, Bridgeport Chamber of Commerce; and representatives of Catholic Churches, PTA, United Fund, Council for Inter-Church Cooperation, and AFL-CIO, Bridgeport, Conn.

Jesse D. Fine, WFIE (TV) Evansville, Ind.; J. Pattison Williams, WKLO-TV Louisville; Frank S. Ketchum, National Council of Churches of Christ in the USA, and Office of Communication of Congregational-Christian Churches; Ralph Steetle, Joint Committee on Educational Television.

Wednesday

Sarkes Tarzian, manufacturer, owner WTTV (TV) Bloomington, Ind.; Benito Gaguine, WKOW-TV Madison, Wis.; Roger Putnam, WWLP (TV) Springfield, Mass.; John J. Gunther, legislative representative, Americans for Democratic Action; Louis Lubin, chairman, Business Mens Council, ADA; Irving Ferman, Washington Director, American Civil Liberties Union.

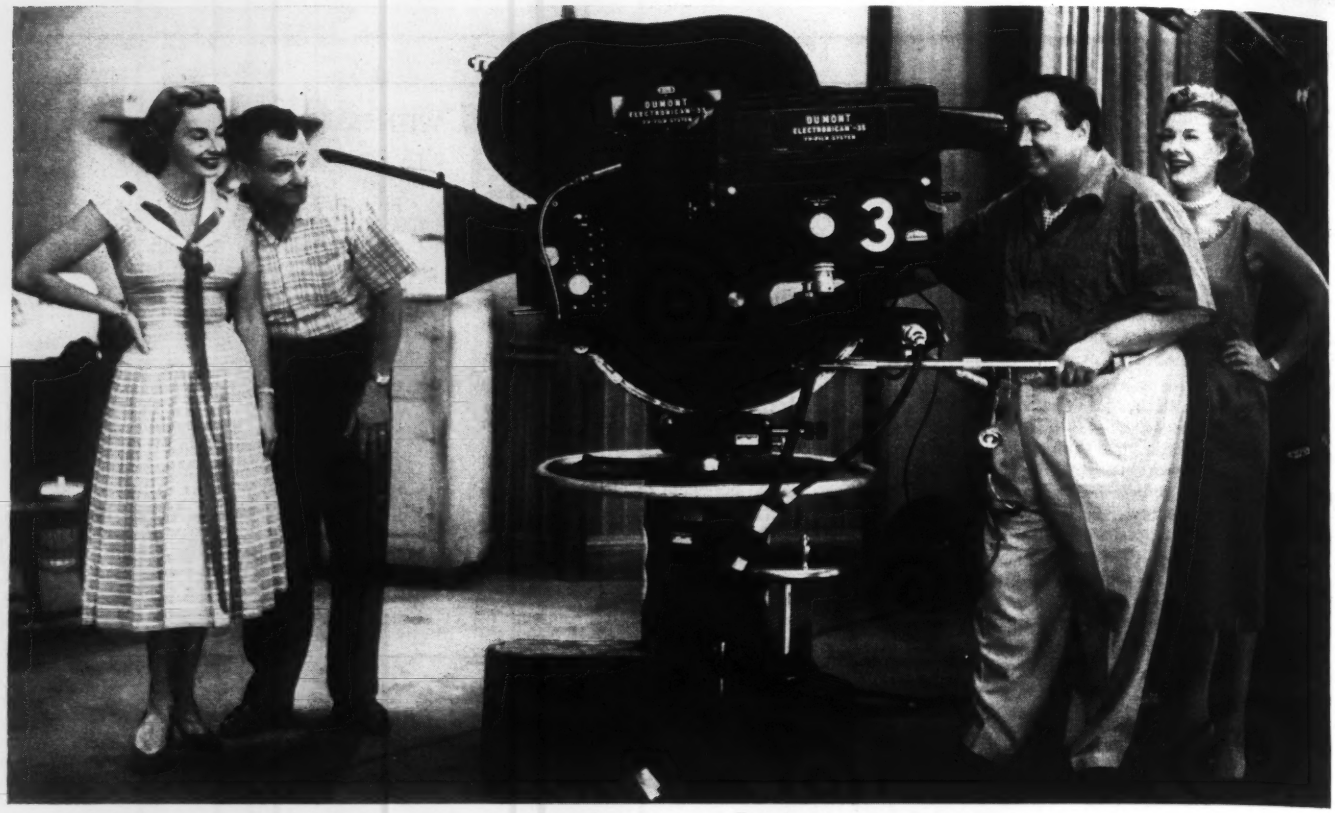
TV in Fresno - the big inland California market - means

KMJ-TV

✓Best local programs

✓Basic NBC-TV affiliate

Paul H. Raymer Co., National Representative



JACKIE GLEASON'S "HONEYMOONERS" is filmed by Du Mont Electronicam System which incorporates an especially designed and adapted 35mm Mitchell movie camera. Here are Jackie Gleason and Joyce Randolph, right, peering through the camera lens at Audrey Meadows and Art Carney.

NEW ELECTRONICAM REDUCES SHOOTING TIME

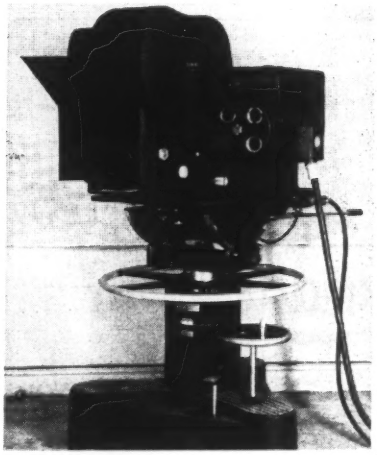
Du Mont's Video-Film System incorporates both Mitchell 35 mm film camera and TV camera

First to use a video-film system in major TV film production is Jackie Gleason's popular show "The Honeymooners." In going "live on film," Jackie Gleason makes use of the new Du Mont Electronicam System, which combines advanced TV techniques with highest quality 35mm photography.

Heart of the Electronicam System is a completely new type of unit, blending a Du Mont TV camera and a specially adapted Mitchell 35mm camera using a common lens system. It gives the producer full advantage of the best techniques of motion picture production while enjoying the time saving and broadened creative scope available in video's electronic practices. Savings in shooting time and costs are substantial.

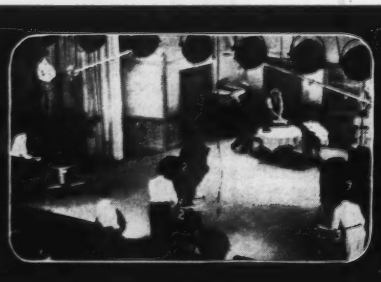
The 35mm Mitchell cameras used as integral parts of the Electronicam System produce consistently superior black and white films, as well as color films which are unequaled for uniformity of quality. Mitchell cameras today serve not only in the television industry, but also are the predominant choice in the production of governmental, industrial, research and educational films, as well as being standard equipment for major studios throughout the world.

Complete information on Mitchell cameras is available upon request on your letterhead.



Du Mont Electronicam pick-up; Mitchell 35mm film camera on left, TV camera on right.

***85% of professional motion pictures shown in theatres throughout the world are filmed with a Mitchell**



Scene from **"The Honeymooners"** shows Jackie Gleason and Art Carney on set before three pick-up units of Electronicam System. Each pick-up unit has both TV camera and specially designed Mitchell film camera.

Mitchell Camera
CORPORATION
666 WEST HARVARD STREET
GLENDALE 4, CALIFORNIA
Cable Address: "MITCAMCO"

with the Sixth Report priorities. They may need redefining, he said, because it may not be possible to give each community a service and "maybe we will have to recognize the area concept." Mr. Lee said he would like the "flexibility" to determine where stations should be in any given area; that he would like to retain some engineering standards but be able to waive them in a given situation.

Asked by Mr. Cox if he meant on a case-to-case basis, Mr. Lee said he did, even though he did not think it was wise to decide on the deintermixture petitions. He said he felt the present allocations has more of a city-to-city approach than an area approach.

Comr. Hyde said the Sixth Report did contemplate area coverage, the FCC recognizing that a station must have a market or "some base," but that the Sixth Report's geographical standards were designed to permit location of stations in cities where they could reach areas not normally entitled to service. "We have better tv coverage in this respect right now than we were able to obtain in am in 30 years of application processing," he said.

Mr. Cox asked the FCC chairman about the status of FCC's plans to obtain additional vhf spectrum space from the military and other services. Mr. McConnaughey said a study is being made by the government now at a "high level" following a letter written by FCC last fall to the Office of Defense Mobilization. He said a government *ad hoc* committee has been "working on it pretty hard," but "I can't tell you anything about it."

Sen. Magnuson said the Senate group had "three or four" meetings with part of the voluntary industry engineering *ad hoc* committee and this group will be active in the next "two or three weeks to see if they can make recommendations."

Incomparable Uhf Channels

Comr. McConnaughey said that whatever new vhf space is obtained, it won't be comparable with the present 70 uhf channels.

Mr. McConnaughey didn't feel the possibility of vhf channels from the military would be a final solution to present problems and he didn't know how long it would be before they could be put into use, even if obtained.

Comr. Bartley said he didn't feel it would be "necessarily" several years before military space in the vhf could be put to use. He said the problem of changing over military equipment to some other space now is being studied.

Comr. Lee said Congress would have to spend a lot of money if it obsoletes present military equipment using the vhf space at present instead of taking a period of years to amortize this equipment. Sen. Magnuson noted that this space "may be the tool we want—and it may not."

Answering a question from Mr. Cox, Comr. McConnaughey said the FCC does not propose to hold up its present rulemaking proceeding until it has concluded its network study.

Comr. McConnaughey said four commissioners spent some time in New York conferring with national spot representatives, advertising agencies and talent agencies, and had got a "rough picture" to be filled in and studied by the FCC staff in the Commission's network study. He said he feels it is possible to work out rulemaking, but he wants first to "test it" with other commissioners, with the industry, with uhf, independent operators and others. He said he feels it is possible to "get a rulemaking going in a week or two" if it would help, not only in the immediate, but also the long-term solution.

Comr. Doerfer said some of the FCC actions would be in public hearings, but there also would be private conferences so as not to make trade secrets public.

Mr. McConnaughey said that if some of the conferences are private, the FCC also would investigate other segments of the industry so as not to get a distorted picture. He said, however, there would be no final decision without a public hearing.

Sen. Magnuson voiced concern over the availability of local tv facilities to the small advertiser, asking whether he is shut out because of the network situation. "Is it monopoly or does he have equal access?"

Comr. McConnaughey said that generally speaking, the analyses of uhf's problems, as set forth in the Plotkin and Jones reports, are correct. Comr. Hyde added that the FCC outlined the whole history of uhf difficulties at the time of the Potter subcommittee's hearings in May and June 1954.

Asked by Mr. Cox if, in view of what has happened to uhf, manufacturers may cease to have the incentive to make all-channel sets, Mr. Hyde said manufacturers are trying to improve uhf and may perfect it. He said the FCC doesn't anticipate that uhf will be discontinued, but admitted that uhf will be discouraged if "half" of the uhf stations go off the air.

In the FCC's current allocations rulemaking, he said, the staff must digest 200 comments and 350 replies, with a staff of seven plus department heads, but that most will be digested in another week. The FCC has not decided whether to hold oral arguments, he said. He said he hoped the FCC could issue rulemaking in six months.

Comr. Webster wasn't that optimistic. He said he couldn't digest the comments "overnight"; that it would take some time; that he had other things to do; that the FCC must work out practical changes to the rules, put them out for rulemaking and for the public to comment on. He said he was sure there would be disagreements because "all we have now are self-serving statements" with "no way to test them." "I want the man who made these statements in front of me so I can test them," he said.

Comr. McConnaughey said he hadn't the "slightest idea" how long it would be before a final decision on the allocations rulemaking and "no man alive" can say when, but he added that the rulemaking has top priority at the FCC. He declined to set a target date when asked by Sen. Magnuson.

Mr. Cox asked if the FCC couldn't look at one community and another and decide which proposal will fit that community in the broad picture to produce the "goal we are seeking" in that area.

The FCC chairman replied that the rulemaking "must tie into the broad, overall picture . . . not by states but on a nationwide basis." When Mr. Cox asked how a "universal" can be developed without some "specifics," Comr. McConnaughey replied that "they all work together. You can't pick out one community and build a nationwide allocation around it."

Under questioning, he said he didn't know if it is true "at all," that selective deintermixture fits the situation in the five proposed deintermixture areas—Madison, Evansville, Hartford, Peoria and the Hudson Valley—as well as it is likely to fit anywhere else in the country.

Comr. Doerfer, referring to the vhfs granted in some proposed deintermixture areas, said the FCC pointed out in its Nov. 10 decision that "these people (vhf) are building at their own peril."

Comr. McConnaughey said he felt it would

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be an injustice to the public to hold up vhf service in such areas to deintermix, as the uhf people have asked. He said he thinks about the people, not the operator. "Are we making second-class citizens out of them (all-uhf areas)?" He said CBS is having a "rough go" with its Milwaukee uhf station, with snow and blind spots "right in the city."

Comr. McConnaughey said that although he referred in the FCC statement to "uhf isles of security," that deintermixture to this effect might be significant, but "we wanted to look at it on an overall basis." The FCC majority decision, he said, is "now history. We are not going to change our ideas."

Mr. Cox asked if alternate approaches to deintermixture—new vhf space, squeeze-ins and other suggestions—"may have firmed up your conclusion that deintermixture was not a substantial solution to the problem."

Comr. McConnaughey said these suggestions, which were not a part of official FCC proceedings, did not affect the FCC's decision on turning down deintermixture. He said these suggestions were "just talked about, that's all."

When Mr. Cox said dissenting Comr. Hyde indicated this material outside the record had been considered, Comr. McConnaughey said he had "no comment to make on that."

Comr. Hyde said, under questioning, that the FCC will have the burden of proving that deletion of the granted vhfs is in the public interest if these areas are deintermixed (made all uhf). He said the vhf may go to court and hold up action as much as two years.

Sen. Pastore asked individual members if they thought deintermixture "is the answer." Comr. Doerfer said no. Comr. McConnaughey said it might be "part" of the answer. Comr. Webster said he thought it was unfair to ask a commissioner, categorically, what his position is. He should be allowed to study the alternatives, Comr. Webster said.

Mr. Hyde said that if the present 12 vhf channels were doubled, there still would not be enough for a competitive tv service; that now only two networks can get outlets in the first 50 markets. He said only seven of the top markets have four or more vhfs, 26 have three, 32 have two and 19 have only one vhf.

Comr. Hyde said the two networks that can get into markets have their evening time fully sold out and are jockeying for space. But, he said, networks are not the only programming source; that there should be provision for local programs and tape and film programs, including national spot programming. More than 50% of tv advertising, he said, is controlled by 25 advertisers. There must be found some way to use the available uhf channels, he said.

He said the Sixth Report is not final and had not been intended to be; that a one-year ban on petitions was made so the FCC could devote time to getting stations on the air. But now, he said, under the Administrative Procedure Act, the FCC must be ready to consider petitions to make changes in FCC rules any time, even on a local basis, such as drop-ins.

Answering a question from Sen. Magnuson, he said that even if the FCC had available for commercial assignment the 42% of the vhf spectrum held by government services, there still would be a problem. There would be 45 vhf channels, which would give limited service unless service areas were cut to small parts, he said.

But, he said, the FCC has to consider other needs.

Asked by Sen. Magnuson if there would be a problem if all tv had been put on uhf, he said there would be no problem "like we have now where stations are attempting to operate on very different channels." He said there would be 70 uhf channels, which even if they were slow being developed, would be in one solid block—the biggest allocation of space in the spectrum. He said the question of whether 45 vhf channels would be enough is academic, because of vital safety needs.

Comr. Hyde, testifying on private intercity relays, said the FCC had restricted them in the past because it thought common carriers were best equipped to handle transmission of programs. But the FCC has relaxed its stand by degrees, he said, and has told applicants for private intercity relays that they should amortize their investments, looking toward eventual use of common carrier facilities.

He said the rapid growth of tv brought many calls for program transmissions from markets where stations couldn't afford common carrier service. Thus, he said, it seemed to him not a bad policy to issue permits for private lines to people who could demonstrate their ability to provide such service at low cost. He said the FCC requires an applicant to show his investment and describe his equipment.

He said the FCC's rulemaking begun in September 1954 on this subject has not been finalized, but the FCC is following a liberal policy in issuing permits while the rulemaking is pending.

Harold Cowgill, chief of FCC's Common Carrier Bureau, explained that all the comments are in from the rulemaking and that it will be carried before the commissioners in two to four weeks.

Comr. Hyde said the rulemaking will help both uhf and vhf.

Mr. Cox said the Senate Commerce Committee had been given figures showing that in one case a private intercity relay could be established at one-fourth of the cost of common carrier service.

Comr. Hyde said the FCC had made no private relay decisions solely on cost considerations, that usually decisions were on availability of service.

Comr. Bartley said that private links might deter intercontinental networks if enough of them came into use in significant areas.

Turning to satellites, Mr. Cox asked if the FCC's authorization of these had helped uhf. He was told that they have helped both uhf and vhf, but Comr. Bartley said vhf satellites outnumber uhf satellites.

Comr. Doerfer, under questioning, said the FCC intended that satellite stations should look toward becoming full-fledged local outlets. Comr. Hyde later added that they would be asked about such a change at license renewal time.

Comr. Hyde described FCC's plan for using "translator" stations, which shift from the vhf signal to one of the upper uhf signals, as eliminating interference. Asked if these stations would discourage establishment of a local station in the same area, Mr. Hyde said yes, but these matters can be taken up when the translator's license comes up for renewal.

On the question of boosters, Comr. Hyde said he thought the FCC would be able to resolve the question of their legality "one way or the other." The subject of boosters has been of extreme interest to Sen. Magnuson since most of them have been set up in his home state of Washington.

Comr. McConnaughey said the FCC has not decided whether community tv systems come under its jurisdiction. Comr. Doerfer said that if the FCC decides that some 300 systems are common carriers, then it must set rates and standards. If the FCC decides they are broadcasters, then the Commission should consider whether they frustrate "an overall Commission plan to develop free tv," he said.

Mr. Cox remarked that some $30 million invested in community tv systems is in a "dubious" status until the question is resolved.

Comr. Mack said that in two states—California and Wyoming—state utility commissions have taken over jurisdiction on the assumption community tv is the same as local telephone service, over which the FCC has no jurisdiction.

J. Smith Henley, assistant FCC general counsel, said an appeals court has asked the FCC to decide on community tv, since it has been brought into a station overlap case in Clarksburg, W. Va.

Mr. Cox asked if there had been complaints from individual communities about outside vhf interference, especially in the crowded northeast region of the country, before the FCC announced plans to increase antenna heights there (Zone I). (The plans later were dropped.)

Comr. Hyde said there had been but that it is difficult to protect a local station. On the one hand the FCC wants to help the local station and on the other to serve people not located in either city, he said.

Comr. Hyde said a local program might appeal to local residents more than one from an out-of-town station, but that local residents also are interested in national affairs (i.e., network programs). He said local services are needed for local requirements.

Sen. Magnuson commented that there is "nothing wrong with overlap but economics."

Comr. Hyde said the FCC tried to give local area coverage and that there would have been no shortage if uhf had been developed more. He noted the high cost of local tv programming and operations, but cited the desirability of local tapes and films. He said people are interested in local programs such as basketball, but they also like variety (i.e., network) shows.

Mr. Cox asked if the FCC's rulemaking to allow one entity to own five vhfs and two uhfs, has helped uhf.

Comr. McConnaughey said it was intended to help uhf, but that the FCC has been "knocked down" by the courts; i.e., must consider each applicant on the merits of the case.

Mr. Cox asked which companies had taken advantage of the two additional uhfs and was told Storer Broadcasting Co., NBC and CBS. Comr. McConnaughey said even these six uhfs have had a "tough time," but that he expects they will "make good." It was brought out that Storer's Miami uhf reported a profit for 1955.

Comr. McConnaughey was skeptical about the FCC's proposed five-mile rule, now a part of the overall reallocation proceedings. He noted that the FCC recently aproved ch. 11 KGUL-TV Galveston's application to move its transmitter nearer to Houston so as to take in more of the Houston market. He said the

Opportunity to Compete

DURING questioning of Comr. Hyde Tuesday by the Senate Commerce Committee, Chairman Magnuson read from a B•T item [CLOSED CIRCUIT, Feb. 20] which indicated FCC network study committee's greatest impression, after a study of network tv operations in New York, was that competitive facilities are too short in the nation's top 100 markets. Mr. Hyde agreed, and added that he felt more accounts would be available nationally if they could get clearances in the first 50 markets.

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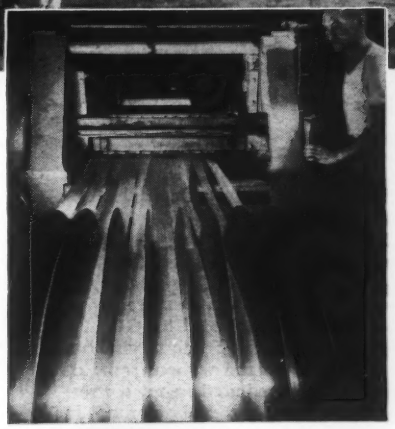

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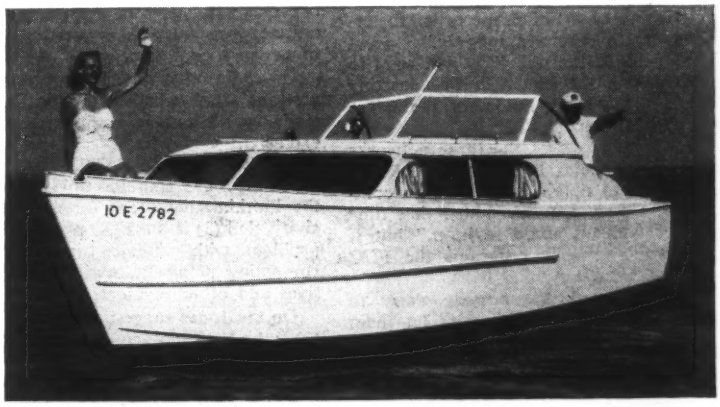

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FCC was careful not to take service away from anybody, but tried to "let them (stations) stay in business and cover more people."

The FCC chairman said that in the upcoming rulemaking "we may have to go to an economic basis to serve more people." If a transmitter can be moved to serve 2,000,000 people where it formerly served 200,000, the FCC may have to effect rulemaking to this effect, he said, adding he is "not at all sure we should stick by a city." He said it is "foolish to make a hard and fast rule."

Mr. Cox indicated he felt such a station thus might get a network affiliation it wouldn't otherwise have got, by moving to avoid overlap with an existing affiliate. He asked if this doesn't constitute a kind of "private modification" of the existing allocations.

Sen. Magnuson said it is a question of getting more stations on the air. No allocation plan can be hard and fast in today's expanding economy, he said. Comr. McConnaughey said a bureaucratic agency cannot set up an allocations plan by "artificial means."

Mr. Cowgill of the Common Carrier Bureau, describing the status of intercity program transmission, said the FCC has made three complete studies of costs, but never has determined if the present tariffs are reasonable. Comr. McConnaughey said such costs are likely to go up and admitted this would not help uhf.

Testimony was pessimistic about the possibility of enactment of a bill (HR 4070) to exempt all-channel (uhf-vhf) sets from the 10% federal excise tax as an incentive to manufacturers to make more all-channel sets. Sen. Magnuson said he appeared before the Senate Finance Committee on the proposal and talked to individual members, but all seemed to be against it. He said the Treasury Dept. also opposed the tax exemption.

Sen. Bricker asked if there have been any recent advances in production techniques that would help uhf. Edward W. Allen Jr., FCC chief engineer, described the new receiving tube (Micro-Miniature) announced by GE. He said the new tube is said to operate throughout the whole (vhf and uhf) band without some of the new parts formerly required in set conversions. He said there is no material difference in the cost of the new tube and older tubes. He said he thought it would improve the status of uhf, but that cost of maintenance of the new tube is "going to be the problem." He said the FCC knows little about the tube.

He told Sen. Bricker uhf is as good as vhf on level terrain and within its own range.

Comr. Webster said an expected drive for changeover to color possibly will help uhf, since most color sets now are equipped for all-channel tuning, adding that color reception seems to be better on uhf than vhf.

Comr. Bartley reminded the Senate group, however, that manufacturers, to reach competitive prices, may start making vhf-only color sets.

Commissioners were skeptical of any possible FCC power to require that sets have uhf tuning.

Mr. Cox, noting that the present maximum power for uhf stations is 1,000 kw with an FCC proposal in July 1955 for 5,000 kw maximum, asked the FCC to furnish a list of uhf stations which presently are at the maximum.

Comr. McConnaughey, asked if a 5,000-kw uhf could duplicate in range a vhf at maximum power, said it would depend on the terrain and other factors, but that the added power would extend the uhf's range. It was acknowledged that increased power would mean increased cost of operations. Comr. Doerfer said an increase in antenna height might be more important than a transmitter power increase in filling in shadow areas.

Comr. McConnaughey said the FCC will take action on affiliation policies of networks, if considered necessary, when any pertinent phase of the FCC's network study is complete.

At this point, Sen. Bricker said: "I know you don't have control over the networks. I wish you did have. We need it as you get along." He said the networks have too much economic and general power and can make or break a station, or industry. They have too much power in the public interest," he said.

Comr. McConnaughey said the FCC would report to the Senate committee on completion of any phase of the Commission's network study and told Mr. Cox that the FCC cannot regulate networks, but exercises some control through affiliates and owned stations.

Comr. McConnaughey, asked by Mr. Cox if the FCC has taken any action on suggestions in the Plotkin report that antitrust laws are being violated in block booking by networks, said that was only Mr. Plotkin's opinion and "doesn't mean a thing." The FCC has got to get the facts, he said. He said he would consult with the FCC general counsel on possible monopoly "when we get the facts."

J. Smith Henley, FCC assistant general counsel, said that regarding network option time, the Jones and Plotkin reports have been sent to the Justice Dept. and the FCC staff also maintains informal liaison with Justice. It would be "premature" to come up with a final answer, he said, until FCC gets the results of that phase of its network study. He said there is a difference of opinion on whether the *Times-Picayune* and other antitrust cases apply to network option time.

Monopoly to Cure Monopoly

Sen. Pastore said he felt that perhaps a network's acquisition of a uhf property is "fostering a monopoly to cure a monopoly."

Mr. Henley added that the FCC will want to "take another look" at its Chain Broadcasting Rules to see if the rules, made for radio, are applicable to television.

Comr. Hyde said two of the three networks have time option policies, but the third, ABC, is not in a position to obtain facilities on a comparable basis. Comr. Doerfer added that time options "may warrant some revision," but if the people want network programs the FCC cannot destroy them.

Sen. Bricker replied that nobody wants to destroy the networks, but "we can't let them get too much economic power." Sen Bricker is author of a bill (S 825) providing for FCC regulation of networks.

Comr. McConnaughey told Mr. Cox there is "no question" the FCC considers antitrust aspects in transfers of licenses. He said that besides representations made by the parties concerned, the FCC also entertains protests and the staff makes its own investigation. He said the staff investigations are not made "strictly" about possible restraint of trade.

Mr. Henley explained that the FCC general counsel's office (Mr. Henley himself) confers with the Justice Dept. on cases where possible antitrust is indicated, the Justice Dept. calling attention to any antitrust implications. Comr. McConnaughey said the antitrust question is left primarily to the Justice Dept. but that the FCC handles some aspects of it.

Mr. Henley said the FCC has "overlapping and concurrent jurisdiction" with the Justice Dept. in the FCC's policy of promoting diversification and discouraging monopoly. He said the FCC has never revoked a license under antitrust laws. He said the FCC "stops far short" of the antitrust laws—and that a practice may not be in the public interest even if it is not a violation of antitrust laws.

He said argument will be held before the Supreme Court tomorrow (Tuesday) on the FCC's multiple ownership rule and that if the Appeals Court is sustained, FCC may seek legislation to secure a multiple ownership rule.

Mr. Cox asked if networks do not actually control program content by exercising time options. Mr. Henley said it is "really the advertiser." Comr. Hyde emphasized that a station can reject any program it feels is contrary to the public interest. He later said the licensee is "ultimately responsible."

This brought a rejoinder from Sen. Bricker that if the licensee "doesn't conform to the network's wishes, they can deny his [affiliation] contract renewal."

Sen. Magnuson said the committee later will go into political broadcasting to study bills on Sec. 315 of the Communications Act. He said "everybody knows" that the Sec. 315 (a) "equal time theory" doesn't work.

He pressed commissioners for a decision on subscription tv, Comr. McConnaughey answering that the FCC should get out its rulemaking on allocations first. Sen. Magnuson said the FCC should resolve whether it has the power to regulate pay tv and if it decides not, then Congress should "give you power, regardless of your decision."

Sen. Magnuson asked the FCC to submit answers in writing to questions raised by the Plotkin and Jones reports, and not fully covered in testimony, and to questions on FCC powers regarding advertising.

The Plotkin questions asked if the FCC has done anything in the past year, aside from its network study, on: national spot representation by networks, coaxial and microwave charges, ownership of radio and tv networks by the same organization, network ownership of stations, non-network multiple ownership and duration of network contracts.

On exclusivity, questions on the Plotkin suggestions asked whether (1) the FCC's network study would look into affiliation and territorial exclusivity and whether changes in the FCC's Chain Broadcasting Regulations are necessary; (2) if the FCC staff has studied and evaluated the Plotkin suggestions for dealing with exclusivity, and (3) if the FCC plans to to discuss the problem with affiliates, independent stations, competing networks, national spot representatives and other segments of the industry.

On the Jones suggestions, the FCC was asked (1) if the FCC has acted or does it plan to act on Mr. Jones' proposal that the FCC establish a uniform accounting procedure calling for more detailed reports by stations and networks and set up a uniform pattern for allocation of network and operation expenses to network owned stations; and (2) if the FCC is investigating whether networks have reasonable and equitable policies in paying for interconnection of affiliates and otherwise treat affiliates uniformly.

Fresno Stay Request Denied

REQUEST that the U. S. Court of Appeals stay the grant of Fresno, Calif., ch. 12 to KFRE that city pending a ruling on the appeal of KARM Fresno from that FCC decision has been denied. The three-judge court was unanimous in refusing the stay. The request was argued two weeks ago before Circuit Judges G. Barrett Prettyman, John A. Danaher and Charles Fahy.

Also pending before the court is an appeal against the Fresno ch. 12 grant by ch. 47 KJEO (TV) Fresno.

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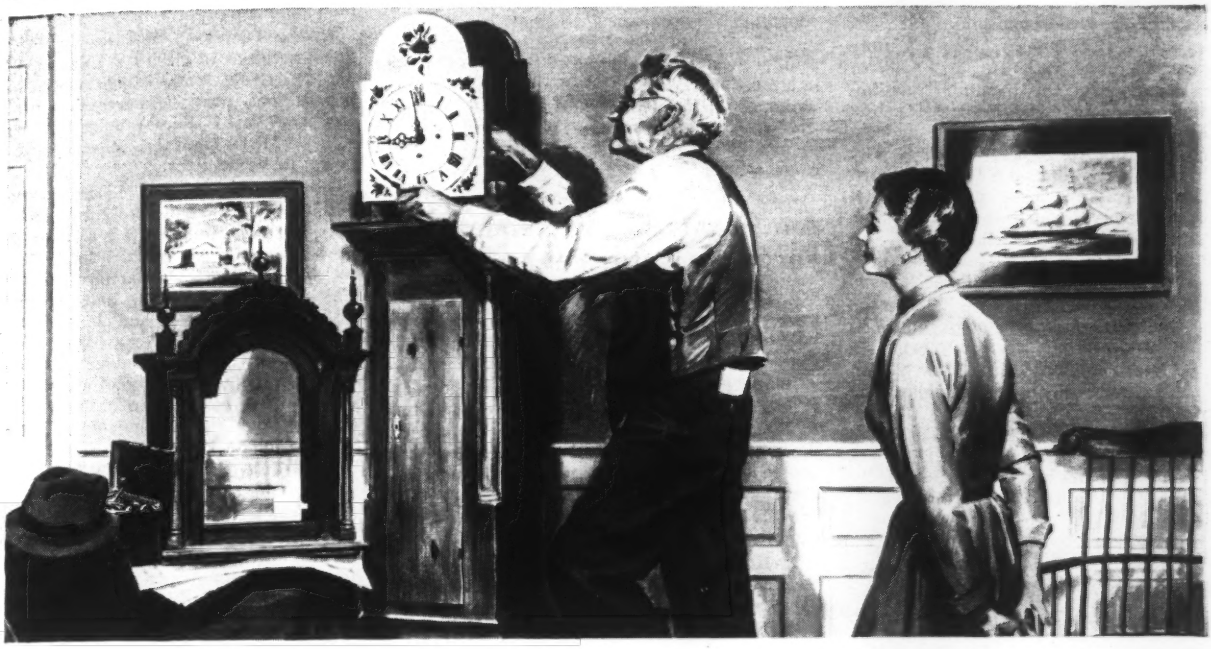

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The outlook for those who have had coronary thrombosis is good and is steadily improving. Studies show that four out of five recover from first attacks of this severe form of coronary heart disease.

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These examples should bring new hope and comforting reassurance to all of us. We cannot be complacent, however, about heart disease, for it continues to be the leading cause of death in our country. So, if you are approaching middle age, now is the time to do these things to help protect your heart:

1. Keep your weight down. If you *are* overweight, follow your doctor's suggestions to bring it down.

2. Exercise regularly, but moderately. Stop *before* you get overtired.

3. Have periodic health examinations. Never wait for heart symptoms to jolt you into seeing your doctor.

4. Follow your doctor's advice about healthful living habits, particularly as regards diet and rest.

Remember, the normal heart is strong, with a great reserve of power and a wonderful capacity for comeback. Even an impaired heart can carry on and, with sensible care, can usually be expected to do its job to a ripe old age.

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KOTV'S JACKSON JOINS IKE STAFF

WILLIAM H. JACKSON, chairman of the board of KOTV Inc., Tulsa, joins the White House staff March 1 as special assistant to President Eisenhower. He becomes the third broadcast executive holding a high position in the President's administratve organization.

Serving as aides to the President for more than a year are ex-Gov. J. Howard Pyle, of Arizona, deputy assistant handling relations with state governments, and Fred A. Seaton, former Assistant Secretary of Defense and ex-senator (Rep.) from Nebraska, who is deputy assistant handling relations with federal departments. Gov. Pyle is a vice president of KTAR Phoenix and Arizona Broadcasting System. Sen. Seaton and his brother, Richard M., own Seaton Publishing Co. (KHAS Hastings, Neb.), as well as other midwestern radio and newspaper properties.

Mr. Jackson recently was a managing partner of J. H. Whitney & Co., New York. He takes the post vacated Dec. 31, 1955, by Nelson A. Rockefeller and will help coordinate the government's foreign policy action. Mr. Rockefeller's major assignment had been the planning of cold war strategy. Mr. Jackson will attend meetings of the Cabinet and National Security Council.

Communist Ties Valid As Revocation Reason

THE FCC has the right to ask applicants for a radio operator's license or those seeking renewal of that license questions relating to membership in the Communist Party or other subversive organizations, an FCC hearing examiner ruled last week. Furthermore, refusal to answer such questions, the examiner declared, can be grounds for FCC denial of a license or renewal of it.

The case involved Travis Lafferty of Oakland, Calif., an employe of a San Francisco firm called Mobile Radio Engineers. Mr. Lafferty refused to answer FCC questions concerning past or present membership in communist and/or subversive groups. Mr. Lafferty said the questions had no bearing on his qualifications as a radio operator and he questioned the FCC's authority to ask such questions.

In recommending denial of Mr. Lafferty's renewal application, Hearing Examiner J. D. Bond said the questions asked constituted a "proper demand" falling within the licensing responsibilities of the FCC and not violating any constitutional provisions.

GOP Meddling in FCC Charged by Paul Butler

DEMOCRATIC National Chairman Paul M. Butler last week called the FCC a "slumbering sentinel" and charged it with "looking the other way when the public interests should require forward thinking and action."

Addressing the Administrative Law Section of the District of Columbia Bar Assn. in Washington, Mr. Butler charged that the Republican Administration has "tampered with and impaired the federal administrative process."

He said the last three years have seen "serious and continuing departures" from the fairness of the federal administrative process by the FCC and other agencies with quasi-judicial and quasi-legislative powers, through their licensing and rulemaking activities.

He said this has been done by appointing as members of administrative boards and commissions officials "openly hostile to the statutes they are called upon to implement. They have sent goats to guard the cabbage patch."

He said the FCC, under the pressure of "press and business interests favorably disposed to the Republican Party who naturally are anxious to secure the maximum amount of radio and tv channels available," has "obligingly" reduced educational tv channels to the "barest minimum." Nor has the FCC been disturbed, he said, in awarding radio and tv licenses to "press interests that already held a considerable monopoly in particular local areas so long, of course, as those press interests were, as most of them are, reliable reflectors of sound Republicanism."

Am Grants Recommended For Minnesota, Pennsylvania

INITIAL DECISIONS released by the FCC last week recommended am grants for Levittown-Fairless Hills, Pa., and Hopkins-Edina-St. Louis Park, Minn.

In the Pennsylvania case, FCC Hearing Examiner Annie Neal Huntting favored Drew J. T. O'Keefe, Jack J. Dash and William F. Waterbury for 1490 kc, 250 w unlimited time and recommended denial of the competing application of Mercer Broadcasting Co. (WTOA [FM] Trenton) for the same facilities in the capital city.

Radio Suburbia Inc. was recommended by Examiner Basil P. Cooper for 950 kc, 1 kw daytime, serving the tri-community Minneapolis-St. Paul suburbs. Mr. Cooper recommended that the competing application of Suburban Broadcasting Corp. be denied.

House Antitrust Unit To Probe Regulated Industry

THE House Antitrust Subcommittee begins hearings at 10:30 a.m. today (Monday) on monopoly problems in industries under jurisdiction of federal regulatory agencies, including the FCC, Rep. Emanuel Celler (D-N.Y.), chairman, said last week.

He said the subcommittee initially will conduct exploratory hearings in the television and airlines industries.

Rep. Celler said that in its television hearings the subcommittee will try to determine whether the FCC has utilized its regulatory powers in accordance with the congressional policy of providing a nationwide competitive system of broadcasting. He said the House group will explore FCC policies to find whether networks have attained a dominant position in the industry to a point where this may be "inconsistent" with antitrust objectives.

The subcommittee, he said, will explore the uhf-vhf problem to find whether existing policies and practices may thwart the congressional objective of a nationwide competitive system of broadcasting.

Witnesses announced: Today (Mon.)—Stanley N. Barnes, Assistant Attorney General, Antitrust Division, Dept. of Justice; Louis B. Schwartz, professor of law, U. of Pennsylvania Law School; Wednesday—Horace Gray, professor of economics, U. of Illinois; Marver H. Bernstein, professor of government, Princeton U.

The House group, which first announced hearings in January [B•T, Jan. 30], also has indicated it may examine antitrust implications in the National Collegiate Athletic Assn.'s control of television college football [B•T, Jan. 23].

HARTFORD, PEORIA PETITIONS DENIED

PETITIONS to intervene and asking the FCC to stay vhf grants already recommended in two areas proposed for deintermixture—Hartford, Conn., and Peoria, Ill.— have been denied by the Commission.

In the Peoria ch. 8 case, the FCC turned down petitions of ch. 19 WTVH (TV) and ch. 43 WEEK-TV, both Peoria. Commission said uhf stations' plea to intervene in hearing was too late. WIRL Peoria holds an initial decision; WMBD Peoria is other contestant, proposed to be denied.

In Hartford, where Travelers Broadcasting Service Corp. (WTIC) holds an initial decision over Hartford Telecasting Inc., the FCC turned down petitions for intervention and stay filed by ch. 18 WGTH-TV Hartford, ch. 30 WKNB-TV New Britain, Conn., and ch. 40 WHYN-TV Springfield, Mass., and ch. 22 WWLP (TV) Springfield. The FCC said denial of the stay request will not be prejudicial to stations' request for reconsideration of Hartford grant in overall rule-making proceedings; to grant a stay, however, the Commission said, would only delay bringing tv service to the Hartford area.

Comrs. Rosel Hyde and Robert Bartley dissented from FCC majority in the Hartford case, saying they would grant the stay pending disposition of overall allocations proceedings.

Oral argument on the Hartford initial decision is scheduled for March 12.

FCC Asked to Approve Telrad Sale to WCOA

PROPOSED SALE of Telrad Inc., permittee of prospective ch. 2 Daytona Beach, Fla., from Mr. and Mrs. W. Wright Esch (WMFJ same city) and Louis Ossinsky to WCOA Inc. (WCOA Pensacola, Fla.), was revealed in an application filed last week asking FCC approval of the transfer.

The application comes on the heels of a decision by the Florida State Supreme Court upholding a lower court's refusal to dismiss a breach of contract suit against Mr. Esch filed by Theodore Granik and William H. Cook. Messrs. Granik and Cook allege that Mr. Esch refused to convey, per agreement, WMFJ and the construction permit for WESH-TV. They also charge that prior to their suit Mr. Esch entered into another contract to sell WMFJ to another party.

According to last week's application, WCOA would pay $5,000 for 496 of Telrad's 500 outstanding shares of stock. The 496 shares were described as not subject to the Cook-Granik suit. Under the agreement the Esches, who would be retained as consultants for the tv station, would lease certain property to the purchaser.

Lansing Tower Decision Goes to Appeals Court

THE struggle between ch. 5 WNEM-TV Bay City-Saginaw, Mich., and ch. 6 WJIM-TV Lansing, Mich., over allegations of interference moved to the U. S. Court of Appeals in Washington last week. WNEM-TV filed an appeal there against an FCC decision refusing to accept its protest against the Commission grant of 980-ft. antenna height to WJIM-TV [B•T, Nov. 28, 1955]. The Bay City-Saginaw outlet also asked for a stay.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 11

Bristol, Va.-Tenn., ch. 5; Canton, Ohio, ch. 29; Corpus Christie, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5.

AWAITING ORAL ARGUMENT: 10

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Hartford Conn., ch. 3; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11; Buffalo N. Y., ch. 7.

AWAITING INITIAL DECISION: 3

Hatfield, Ind. (Owensboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 2.

IN HEARING: 13

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Caguas, P. R., ch. 11; Cheboygan, Mich., ch. 4; Elmira, N. Y., ch. 18; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11; Redding, Calif., ch. 7; Toledo, Ohio, ch. 11; Lead-Deadwood, S. D., ch. 5; Caribou, Me., ch. 8; Coos Bay, Ore., ch. 16.

FCC Told to Reconsider WSAY Protest Dismissal

THE FCC must reconsider its July 1954 decision which dismissed without a hearing a protest by WSAY Rochester, N. Y. (Gordon P. Brown), against renewal of license for WBBF there, the U. S. Court of Appeals ruled last week. WSAY protested the renewal, charging WBBF wrongfully refused to give WSAY permission to rebroadcast sponsored programs and that WBBF offered advertisers a special discount if they would use WBBF in combination with WGVA Geneva, N. Y., under common ownership with WBBF. The FCC turned down WSAY's protest because of a "lack of particularity."

The appeals court, in a decision participated in by Circuit Judges David L. Bazelon, George Thomas Washington and Walter M. Bastian, said the FCC order dismissing WSAY's objections "was vulnerable as to both elements of the protest." In vacating the Commission's order, the court said its ruling should not be interpreted as saying that the FCC ". . . may not ultimately—for some good reason—be able to justify a denial of the protest without hearing. . . ."

Clovis Tv Grant Final

GRANT of ch. 12 Clovis, N. M., to KICA there was one of two tv grants announced by the FCC last week. The Commission order made effective immediately an initial decision by FCC Hearing Examiner Hugh B. Hutchison, which recommended KICA for the grant following withdrawal of competing applicant Video Independent Theatres Inc. [B•T, Feb. 6]. KICA partially reimbursed Video for the latter's expenses in prosecuting its application.

The Commission also granted a construction permit to Western Slope Broadcasting Co. (ch. 5 KFXJ-TV Grand Junction, Colo.) for a new tv satellite station to operate on ch. 10 at Montrose, Colo. The Montrose outlet will rebroadcast KFXJ-TV's programs, and will operate on .204 kw visual, .102 kw aural with antenna 70 ft. above average terrain.

Advertisement

From where I sit *by* Joe Marsh

She Knew It All The Time

Chances are, long ago your grandma knew just how to keep you from catching cold. Mine did, anyway. "Stay out of drafts," she'd warn. "Bundle up. Don't get your feet wet."

Then, maybe, when you grew up you found that the old lady's theories were considered old fashioned. Germs were the thing—and the way to avoid a cold was to avoid infection by somebody who already had one.

Now I read where scientists aren't so sure any more. Germs carry a cold, of course, but they now believe something else "sets it off"—something like drafts, wet feet or going without your muffler. *Grandma, take a bow!*

From where I sit, there's liable to be sound reasoning behind the old customs people believe in. "Early to bed, early to rise," for instance—or the practice of drinking hot milk or a glass of beer at bedtime. I'm not saying you ought to hold with these beliefs yourself . . . but you'd better get the facts before giving them the "chill."

Joe Marsh

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Comr. Lee Explains Support of Toll Tv

FCC Comr. Robert E. Lee last week elaborated on his position in favor of toll television pointing out that this system may be of valuable assistance to uhf and struggling vhf stations.

He stressed he was speaking for himself only, and not for the Commission as a whole. Comr. Lee said pay television should be given "a trial" to see whether it proves a benefit to television generally or injures commercial television.

Comr. Lee, who offered these remarks during a question and answer period following his talk before the Radio & Television Executives Society timebuying and selling seminar, said he "hoped" other members of FCC would "go along" with him in asking for a trial for toll television. He indicated FCC hearings on the subject would take "several years" to complete, would lead to "nothing new."

Comr. Lee offered the opinion that toll television would not destroy commercial television, and added that already the current threat of pay television has served to improve programming.

Under questioning by newsmen, Comr. Lee said he believed toll tv should have "a trial period of several years," but could continue indefinitely if it proved successful. As he envisaged toll television, a uhf or vhf station would devote about 15-20 percent of its time to pay tv and the remainder to commercial programming. He said he did not favor toll tv in single-station markets, but felt it was appropriate in cities with more than one tv station.

Comr. Lee said he did not favor any particular system of toll television. It was his feeling that a station should make this decision.

Miami Ch. 7 Tv Grant Taken to District Court

APPEALS were filed in U. S. District Court in Washington last week against the FCC's grant last month of Miami ch. 7 to Biscayne Television Corp. [B•T, Jan. 23]. The appeals were filed by the three unsuccessful applicants—South Florida Television Corp.; Sunbeam Television Corp. and East Coast Television Corp.

The appeals were basically similar in challenging the FCC's choice of Biscayne (a combination of Cox-Knight newspaper-radio interests and Niles Trammell, former NBC president). Issues raised by the petitioners included such items as concentration, multiple ownership, diversification, integration, etc.

No requests were made for a stay order.

Already pending before the same court are two appeals from uhf stations—ch. 23 WGBS-TV Miami and ch. 17 WITV (TV) Fort Lauderdale. These attacked the FCC's denial of their petitions to intervene in the ch. 7 hearing or to stay the final decision in that case until the current allocations proceeding is decided.

Group Seeks Pocatello Ch. 6

APPLICATION was filed with the FCC last week for ch. 6 at Pocatello, Idaho. The applicant, Radio Service Corp., is comprised of owners (Florence M. Gardner and associates) of KSEI Pocatello and KTFI Twin Falls, Idaho. Florence Gardner also owns 40% of ch. 13 KHTV (TV) Twin Falls, not yet on the air. The proposed Pocatello tv plans 69 kw visual, 35 kw aural with antenna 1,460 ft. above average terrain. Estimated costs were listed as $243,474 for construction and $157,000 for first year operation; expected first year revenue was estimated at $180,000. RCA equipment and NBC affiliation are planned.

KOMO-TV 90-MINUTE DEVELOPING PROCESS BRIGHTENS FUTURE FOR COLOR NEWSFILM

Chief Cameraman Merle Severn develops economic, simple way to save hours in processing time. General Manager W. W. Warren says color newsfilm may eventually replace black-and-white.

COLOR television's newest film miracle—from camera to projector in 90 minutes.

KOMO-TV Seattle has jumped the history of color tv's technical progress at least a year by working out a simple way to eliminate most of the time lag in film processing.

The basic ingredients: A carpenter shop, a handy man and some coffee cans (Crisco or potato chip cans will do just as well).

What does it mean?

W. W. Warren, KOMO-AM-TV executive vice president and general manager, told B•T color news films may eventually replace black-and-white. Added cost? "About one-third more if all local news is filmed in color, or maybe $10 a day," Mr. Warren said.

And how did it come about?

Merle Severn, KOMO-TV chief cameraman, who worked out this radical but simple approach to the color film problem, said, "Mr. Warren wanted to know why color film couldn't be processed almost as fast as black-and-white, eliminating the hours, days and even weeks of delay."

Mr. Warren said, "Merle has been working hard on this since we started local color programming early this month [B•T, Feb. 13]. Nobody has tried to speed up tv color film. Probably there wasn't any special need for haste.

"Any cameraman can do this by taking commercial processes and speeding them up."

Besides the desired economy and speed inherent in the technique there is no loss in quality due to manipulations in the tank, Messers. Warren and Severn agreed.

KOMO-TV has been working with Anscochrome and paralleling Ansco processing, but other films and processes can be adapted to the speed-up technique.

First of all, KOMO-TV eliminated the worst of the commercial delays in color film processing. These center around the fact that color film is sold with the processing fee included in the original cost. That means such delays as transportation, clerical routine and waiting in line to get into the commercial tank.

Mr. Severn described his equipment as a version of rack and tank based on master water jacket, 68 degree thermostatic control and, six plastic or metal tanks (and don't belittle coffee cans). The procedure runs this way: First developer, short stop, hardener, re-exposure to get positive, color development, short stop, hardener, wash, bleach, fix, wash, dry.

Mr. Warren said final details are being worked out but the process was successfully demonstrated last Monday on KOMO-TV's *Deadline*, local news show. He said at least one color newscast a week is planned right now, with later expansion as color tv grows.

One of the main problems is to get film makers to sell their product without the added processing fee. Ansco is working on the idea, Mr. Warren said.

Involved in Mr. Severn's technique is underexposure and overdevelopment. There is no lighting problem in outdoor film with Anscochrome, which he said has an ASA 32 rating. In the development, a 100% increase in the developing process is used. He has found that Ansco-chrome does not give one-color domination in the developer speedup.

The black-and-white processing time at KOMO-TV is 30 minutes.

Five Executives Promoted By Jefferson Broadcasting

AN ORGANIZATIONAL realignment and promotion of five top executives of the Jefferson Standard Broadcasting Co. was announced last week by Charles H. Crutchfield, executive vice president-general manager. The changes become effective March 1.

J. Robert Covington, vice president in charge of sales and promotion, was named vice president-managing director of WBT Charlotte, N. C.; Kenneth I. Treadwell Jr., vice president in charge of programs and public relations, becomes vice president-managing director of WBTV (TV) Charlotte, and Thomas E. Howard, vice president in charge of engineering, was promoted to vice president-managing director of the firm's engineering department and general services division.

Virgil V. Evans Jr. and Wallace J. Jorgenson, radio and television sales managers, respectively, were named assistant managers in charge of sales.

Mr. Howard named Preston M. Covington, G. Jackson Burney Jr. and William H. Melson department heads for the general services division.

Edward H. Butler Jr. Dies at Buffalo Home

FUNERAL SERVICES were held last Tuesday in Westminster Presbyterian Church, Buffalo, N. Y., for Edward Hubert Butler Jr., 72, president of WBEN-AM-TV Buffalo and editor-publisher of the *Buffalo Evening News*, the station's parent company. Mr. Butler died the night of Feb. 18 at his Buffalo home of a coronary occlusion that followed a recent illness.

MR. BUTLER

Mr. Butler, publisher of the *Evening News* since 1914, when he succeeded his father, was one of the pioneers of radio news, establishing WBEN for that purpose in 1930. A Yale graduate (1907) and member of Delta Kappa Epsilon, Mr. Butler held directorships in the Associated Press, American Airlines and the Metropolitan Life Insurance Co. He was an unsuccessful candidate for the U. S. Senate in 1938.

Surviving are his widow, the former Kate Maddox Robinson, a daughter, Mrs. James H. Righter, and two grandchildren.

Crosley Profit Up 25% Despite WLW Radio Decline

REVENUE INCREASE in last year's tv operations of Crosley Broadcasting Corp., joined with cuts in overall operating expenses, more than offset decline in radio revenues of its WLW Cincinnati, according to the annual report of

parent Avco Mfg. Corp. Crosley's operating profit was up 25% above 1954. The report attributed the radio revenue drop to "attrition in income from network programs."

Avco's consolidated net earnings for the fiscal year ended Nov. 30, 1955, totaled $758,311, or 5 cents per common share, compared with $3,639,436, or 37 cents per common share, for fiscal 1954. Consolidated net sales: $299,332,434 for fiscal 1955, $375,405,820 for 1954.

Crosley Broadcasting's stations include WLW; WLWA (TV) Atlanta, Ga.; WLWT (TV) Cincinnati; WLWC (TV) Columbus, Ohio, and WLWD (TV) Dayton.

CAMPBELL RESIGNS WESTINGHOUSE POST

ELDON CAMPBELL, national sales manager of Westinghouse Broadcasting Co. since 1952, is resigning effective today (Monday).

Disclosure of Mr. Campbell's resignation is being made today by Donald H. McGannon, president of WBC, who said he expected to announce a successor sometime this week.

MR. CAMPBELL

Mr. McGannon said he accepted Mr. Campbell's resignation "reluctantly and regretfully," pointing out that the national sales manager had been associated with Westinghouse Broadcasting for many years, and "his experience and energy have been substantial factors in the progress and development" of the company.

Color Film Needs Stressed at Meeting

MORE SYNDICATED film makers must devote more time to thinking in terms of color, or color film programming will fall far behind live colorcasting, it was stressed by speakers at a four-day meeting in New York last week of program managers of NBC owned and operated stations and those represented by NBC Spot Sales.

The meeting, which covered both radio and tv programming aspects, was held at the St. Regis Hotel, Feb. 20-23, included addresses by a number of NBC Radio and NBC-TV executives, among them Charles R. Denny, vice president in charge of NBC owned stations and Spot Sales; Thomas B. McFadden, vice president in charge of Spot Sales; Norman Grant, director of network design and art operations; Stan Parlan, manager of network broadcast film; Hamilton Shea, vice president and general manager of WRCA-AM-TV New York, and Jerry A. Danzig, director of program planning and development of owned stations and Spot Sales, who was chairman of the conference [B•T, Feb. 20].

In the parts of the meetings devoted to television, the program managers heard various speakers tell syndicated film makers that "it is later than you think" insofar as the development of colorcasting is concerned. They were told that in many instances, the color film commercial is "of better [film] quality technically" than color film programs, and that much of available color film today is not suitable to tv use because of the sub-standard technical quality.

CBS-TV EYES REVAMPED SPOT FORMAT

Tv network and Spot Sales officials discuss possibility of permitting mention of more than one product in 20-second spot and of lengthening 20-second spot to 30 seconds in cases where shorter announcement is customarily followed by 10-second station ID.

THE SPOT ANNOUNCEMENT literally was put on the spot at two separate closed-door meetings last week as general managers of CBS Television Spot Sales and CBS-TV owned stations met in New York's Savoy Plaza Hotel.

Among items under discussion was the question of whether to regularly permit a 20-second commercial announcement that advertises two, or more, different products of a single sponsor.

Similarly, executives at the meeting reportedly discussed a proposal that stations at times accept a 30-second announcement in place of the 20-second spot when the latter is customarily followed by a 10-second station identification.

On the 30-second spot proposal, managers asked whether this type of commercial should be permitted, and if so, what rates should be set, e.g., should the rate be equal to the usual charge for the 20-second announcement plus the ID, or at a special, lower rate, or perhaps a higher rate. Also undetermined, it was learned, was the approach to station identification in such instances.

It is explained that under FCC regulations, station identification must be made at least once during a given hour but that by custom, ID's are given every half hour. A possibility was probed at the meeting that advertisers be cued to clip two seconds from the 30-second announcement, thus making it a 28-second commercial and a two-second ID.

Other subjects covered a wide range: color, programming, sales, news, spot sales and public service.

Both of the meetings were sparked by glowing reports of tv business. Color, it was agreed, still has not "broken through" and won't until tv sets are sold at a more attractive, lower price. Encouraging reports were received, however, on the engineering progress in the color medium.

The Monday session opened with Merle S. Jones, vice president in charge of CBS-TV owned stations and general services, who reviewed 1955 and the prospects for this year. Other speakers were the general managers of the four owned stations: H. Leslie Atlass, WBBM-TV Chicago; James T. Aubrey, KNXT (TV) Los Angeles; Edmund C. Bunker, WXIX (TV) Milwaukee, and Sam Cook Digges, WCBS-TV New York, all of whom reported on their stations.

Clark George, general sales manager, CBS Television Spot Sales, who followed, told about a new summer sales presentation emphasizing that tv is a sales medium not just an advertising medium. In this drive, the spot sales unit plans to point up to advertisers that placement of business during the summer months when spot availabilities are numerous, in effect, would give the advertiser an "in" or "franchise" toward

sesac

can turn the tables for you

The SESAC Library turns turntable programs to turntable profits for broadcasters everywhere.
Write today for SESAC's special test program plan.

sesac 475 FIFTH AVE. NEW YORK 17, N. Y.

"THE BEST MUSIC IN AMERICA"

Celebrating Our 25th Anniversary

spot placement during the crowded fall-winter season.

Mr. George, in his talk, emphasized the preselling feature of tv, the medium that he said performs the most efficient job.

Other speakers at the meeting were Oliver Treyz, Television Advertising Bureau president; Larry Davis, advertising manager of E. I. du-Pont de Nemours & Co.'s finishes and polishes division; George Polk, BBDO; David Crane, Benton & Bowles; Les Harris, vice president and general manager of CBS Television Film Sales, and John Cooper, CBS Newsfilm.

KLPM Court Coverage Commended by Judge

COVERAGE of a first-degree murder proceeding in North Dakota district court by KLPM Minot was credited by the presiding judge with an important role in stopping character assassination of an innocent man.

KLPM, with less than an hour's notice, obtained permission from Judge A. J. Gronna to cover the hearing after a sudden shift in time because of intense public feeling in connection with the case. The station picked up the two-hour proceeding on tape and broadcast it twice. Photographers were allowed to take photos prior to the start of proceedings.

After the trial Judge Gronna told Ken Knutson, KLPM news director who arranged the pickup, that he didn't even notice the four microphones. Public reaction to the broadcast was heavily favorable, Mr. Knutson said. Jim Borman, WCCO Minneapolis, chairman of the Northwest Radio-Tv News Assn. freedom of information committee, wrote Judge Gronna that he had proved how "proper use of these instruments of reporting is not calculated to detract from the essential dignity of the court. The results will also serve to demonstrate that these modern day methods of reporting do not distort the facts or misinform the public."

In writing Mr. Borman, Judge Gronna said: "As you know, between the time of the homicide and the arraignment, a substantial segment of the Minot community suspected an innocent person. Intellectually honest persons as well as biased, partial and prejudiced minds had to be reached by complete news reporting in order to stop the character assassination of the innocent man. Then, too, the case was obviously a *cause celebre*. The unusual circumstances were sufficient to justify an exception to the general rule as to coverage of a court proceeding by camera and microphone.

"The radio broadcast of the tape recording was a most important complement of the newspaper and radio news reporting, however complete and detailed. Few, if any, deficiencies in the news reporting and news broadcasting remained after the radio play-back."

Boulware Leaves WLWT (TV), Will Join Bryan Houston

ROBERT H. BOULWARE, manager, WLWT (TV) Cincinnati, has resigned effective March 1 to join Bryan Houston Inc., Robert E. Dunville, Crosley Broadcasting Co. president, announced last week.

Mr. Boulware will be associate media director at Bryan Houston, according to Harold M. Dobberteen, vice president and media director of the agency.

Mr. Dunville also announced that WLWT sales executive James J. Crane has been promoted to sales manager. He has been with the station four years and was formerly special events director and later production manager of WZIP Covington, Ky.

SATURATION CALCULATOR: NEW MEANS TO FASTER, EASIER RADIO SPOT BUYING

Station representative John Blair & Co. develops simple guide to figure advertising campaign coverage, eliminating maze of individual rate cards and complex statistical work.

A NEW, quick way of determining cost and coverage data for saturation radio spot campaigns has been developed for radio buyers by John Blair & Co., radio station representatives.

President John Blair, who unveiled the device last week, said the "Saturation Calculator" will eliminate the laborious job of wading through individual rate cards and coverage statistics in planning radio saturation campaigns.

Knowing any one of three factors—weekly budget, percentage of U. S. homes to be covered, or the number of top markets to be covered—the buyer using the "Saturation Calculator" can quickly determine the two other factors.

Newman MacAvoy, vice president and media director of Cunningham & Walsh, who was shown the "Saturation Calculator" by Mr. Blair and associates, had this to say about it:

"The increased use of saturation radio brings about the real need for a quick measuring device on rates. Two of the interesting things about the Blair calculator are:

"First, it is broad enough in scope to make it helpful in a wide variety of situations; second, it is the sort of ready reference tool that buyers will want to keep under their desk pads."

The Blair company plans to start distribution of desk-size versions in the near future. In its present form it consists of two graphs, but the basic information may also be presented in other forms.

One graph covers the use of 12 one-minute announcements weekly and the other, 24 announcements weekly. Low cost frequency plans are available on most radio stations today, Mr. Blair pointed out, and 12 and 24 were chosen because they represent popular volume frequencies of, respectively, two or four spot announcements a day for six days per week.

To illustrate how the calculator works, Blair officials offered this example:

Assume that an advertiser wants to have his spot radio campaign cover two-thirds of all U. S. radio families. By locating 66.6% coverage on the 12 announcements-per-week graph, the buyer immediately sees that the weekly cost is approximately $10,900 and that his investment buys coverage of the nation's top 50 markets.

Another example: If the advertiser wants to know how much saturation spot radio he can buy for, say, $15,000, he finds from the Calculator that this budget will permit either (1) 12 announcements weekly with coverage of 80% of U. S. radio homes (top 80 markets), or (2) 24 announcements a week with 57% coverage of radio homes (top 31 markets).

Computations employed in preparing the Calculator assume the use of one station in each of the top 100 markets, in descending order of market rank after eliminating overlap. For instance, the top 12 markets represent approximately 40% of all U. S. radio homes; adding the next 45 markets (in order of rank) raises the 40% to 70%. Use of all 100 markets (one station in each), the graph shows, would cover approximately 86% of all radio homes.

Boost to Radio Buying

In selecting the one station to represent each market, Blair authorities included the Blair-represented outlet in all markets where there is one. In the others, several factors including coverage and rates influenced the selection. The full list is not being made known because, officials explained, the purpose of the calculator is to make it easier to estimate and buy saturation radio and thereby to sell the saturation spot concept rather than sell specific stations.

Blair authorities maintain that the "Saturation Calculator" is the first of its type that emphasizes the saturation principle of buying. It was, they say, a growing trend toward this saturation or multiple weekly frequency pattern of buying that led to the need for, and development of, such a device. Blair's efforts, they emphasize, put the stress not on occasional short-term campaigns, but on the value of continuing saturation, preferably on a year-around basis.

Mr. Blair (l) and Mr. MacAvoy discuss the Saturation Calculator.

Storer Broadcasting Reports Increased 1955 Earnings

STORER Broadcasting Co., Miami Beach, Fla., reported last week increased earnings in a statement covering the year ended Dec. 31, 1955, and the fourth quarter of that year.

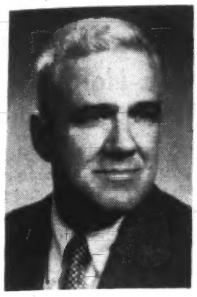
Net 1955 earnings after taxes, available for common and Class B stock were $4,277,928 or $1.729 per share, against 1954 figures of $3,575,779 and $1.445. Fourth quarter earnings amounted to $1,466,159 or 59.3 cents per share,

as compared to $1,298,554 and 52.5 cents in the fourth quarter of 1954.

Storer stations are WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WBRC-AM-TV Birmingham, WJW and WXEL(TV) Cleveland, WWVA-AM-FM Wheeling, W. Va.; WGBS-AM-FM-TV Miami, Fla., and KPTV (TV) Portland, Ore.

Pat H. Rice Jr. to Operate Newly-Bought WRDW-AM-TV

OWNERSHIP of WRDW-AM-TV Augusta, Ga., will be assumed March 20 by Southeastern Newspapers Inc., with Pat H. Rice Jr. serving as vice president and operating head of the stations. Transfer of the stations was approved Feb. 17 by the FCC [B•T, Feb. 20].



MR. RICE

Mr. Rice is vice president and executive director of Southeastern Newspapers, operating the *Augusta Chronicle* and *Herald*. The newspapers acquire the stations in a $1 million transaction. Financing of the transfer has cleared the Securities Exchange Commission.

Announcement of the appointment of Mr. Rice was made by William S. Morris, president and treasurer of the newspaper corporation and publisher of the two newspapers. WRDW operates with 5 kw on 1480 kc. It went on the air in 1930. WRDW-TV began operating on ch. 12 in February 1954. Both are CBS stations. They will be represented nationally by the Branham Co.

Prior to the transfer, WRDW-AM-TV was operated by Radio Augusta Inc. Principals were Grover C. Maxwell Sr., Harry W. Jernigan Sr., Judge F. Frederick Kennedy, Allen M. Woodall, and W. R. Ringson.

Free & Peters Names Coleman

APPOINTMENT of Thomas B. Coleman Jr., as head of new business and sales development for radio of Free & Peters, New York, was announced last week by Russel Woodward, executive vice president and director of radio for the station representatives. Mr. Coleman has been with Sullivan, Stauffer, Colwell & Bayles, New York, for the past five years as vice president and account executive. Previously, he was with Lord & Thomas (now Foote, Cone & Belding), the Biow Co., John Blair and Good Housekeeping.

MR. COLEMAN

STATION SHORTS

Mrs. Lois Miller McGill, widow of **William Byron McGill,** former advertising manager of Westinghouse Broadcasting Co., has presented telescope in memory of her husband to Franklin Institute of Philadelphia. Mrs. McGill was once associated with KDKA Pittsburgh.

CBS-TV, NBC-TV GEAR FOR DST DISCORD

Basic plans for their annual fight with time bugaboo reported by networks.

BASIC PLANS for their annual battles with the Daylight Savings Time bugaboo were revealed last week by CBS-TV and NBC-TV. ABC-TV had announced its own plans earlier [B•T, Feb. 20].

CBS-TV authorities were especially enthusiastic in pointing out that their own blueprint—whose rescheduling is built around an extension of the present West Coast repeat feed system to include Standard Time stations in the Midwest, plus local originations of some network film shows—will avoid a revenue loss that normally runs "into the six-figure range."

The plans of both NBC-TV and CBS-TV concentrate special scheduling for Central Time zone affiliates who remain on Standard Time while New York and other areas move their clocks ahead an hour to Daylight Time. Additionally, NBC's plan would provide the same feeds to Eastern Standard stations as to those on Central Standard Time.

NBC-TV's proposal, worked out by network officials in consultation with affiliates, was completed early last week and submitted to CST stations by telegram and closed circuit with the request that they signify acceptance by today (Mon.). CBS-TV's plan had been offered formally to CST affiliates by closed circuit the preceding Friday. There had been some advance protests, privately expressed, about the plan's putting network shows into the 9-10 p.m. period, which in past summers was available for local sale [CLOSED CIRCUIT, Feb. 20], but officials said late last week that response thus far to the closed circuit presentation has been overwhelmingly laudatory. Assuming that pending measures to start DST in New York one month earlier than usual are no more successful than most observers expect them to be (see story, page 89), the DST plans will go into operation when fast time becomes effective April 29.

At NBC-TV, DST rescheduling will affect one hour of *Today* (Mon.-Fri., 7-9 a.m. EDT and CDT); the last hour of *Tonight* (Mon.-Fri., 11:30 p.m. to 1 a.m. EDT); the 8-9 p.m. periods on Mondays, Tuesdays, and Thursdays, and the 8-8:30 p.m. periods on Wednesdays and Fridays. Except for these, all programs will be fed live at their usual New York times.

Stations remaining on Standard Time in the Eastern Zone will get the two-hour *Today* program that is normally fed to the Central Zone (8-10 a.m. EDT) and Central Zone stations remaining on Standard Time will get only the last hour of *Today*, as was the case last year.

Standard Time stations in both Eastern and Central Zones will get the midnight to 1 a.m. EDT segment of *Tonight* at their customary local times but on a seven-day delay basis.

The 8-9 p.m. EDT Monday, Tuesday and Thursday and 8-8:30 p.m. EDT Wednesday and Friday periods will be fed these stations via hot kinescopes starting at 11 p.m. EDT. The 8:30-9 p.m. EDT periods on Wednesday and Friday are not being delayed as on other nights because the programs in these periods, *Father Knows Best* and *Life of Riley*, have a wide appeal to children as well as adults, and

NEMS-CLARKE MODEL TR-1

WOAY
KLEW
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WDMJ
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WICA
KLIX
KFXJ
CMQ
KSTF
KTRE
KDRO
KBES
WRTV
KIMA
WWTV
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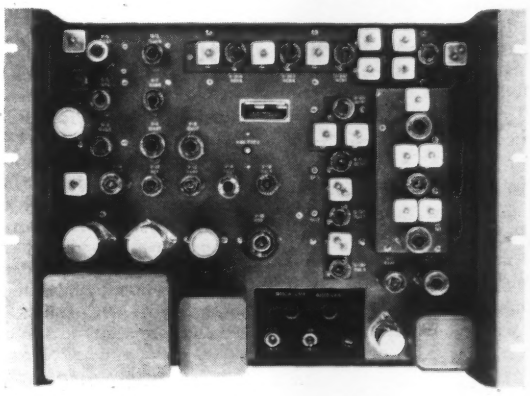

KXJB
KZTV
KFBC
WABI
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TV Rebroadcast Receiver
NOW IN USE FROM COAST TO COAST

The Model TR-1 TV Rebroadcast Receiver has been designed specifically to meet the requirements for a high-quality receiver for use in direct pickup and rebroadcast of television signals. It embodies features which give the reliability necessary for full-time commercial use and provides signals of exceptional quality, fully equal to, or better than, that provided by the usual intercity network facility.

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Incorporated
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND
Write Dept. G-1 For Further Information

network officials and affiliates' representatives did not want to present them at later hours.

The way the plan works out, on Wednesday and Friday nights Central Standard Time stations, for instance, will have no network programming at 6-6:30 p.m. CST; will carry live the programs that originate at 8:30-11 p.m. New York Time (6:30-9 CST); then will get the hot kines of the 8-8:30 New York programs (9-9:30 CST); will have no network programming from 9:30-11 CST; then will get, as now, the last hour of *Tonight*, but on a seven-day delay basis during DST months (11-12 midnight CST).

The only difference for these Central Standard stations on Monday, Tuesday and Thursday evenings is that they will have no network programming from 6 to 7 p.m. (CST) and 10 to 11 p.m. (CST).

The plan provides for the once-a-month Monday Night Spectaculars (8-9:30 NYT), which will continue through the summer, to be carried live in Standard Time areas.

The NBC Plan—still subject to affiliate approval—was developed jointly by affiliates' representatives and network officials headed by President Robert W. Sarnoff, staff vice president David C. Adams, and station relations director Donald Mercer. The proposal was put into final form in sessions last Monday by network officials and the four-man affiliates group, composed of Jack Harris, KPRC-TV Houston; Lawrence H. (Bud) Rogers, WSAZ-TV Huntington, W. Va.; Edwin K. Wheeler, WWJ-TV Detroit, and Fred C. Mueller, WEEK-TV Peoria, Ill. [CLOSED CIRCUIT, Feb. 20].

The CBS-TV plan, affecting only evening hours but applicable all seven nights of the week, was originated by Sales Service Manager Robert F. Jamieson, who noted that in the Central Standard areas—where CBS-TV has 52 affiliates representing almost one-fourth of the total interconnected CBS-TV Network gross hour rate—the entire nighttime program schedule will remain within the same time periods normally used when the network is operated on an EST basis.

In essence, the plan provides this: CBS-TV programs normally seen at 6:30-7 p.m. CST will continue to be seen at those hours (with few exceptions these are film shows and CBS-TV will ship prints in advance to these stations for local showing at their normal times); programs usually seen at 7-8 p.m. CST will be seen at 9-10 p.m. CST (through the regular West Coast repeat feeds, which will be extended to the Central Standard stations for these shows), and programs normally seen at 8-10 p.m. (9-11 New York Time) will be carried live and seen in the Midwest at 7-9 p.m. CST.

In the earlier evening time spots, CST stations will get the regular West Coast repeat feed of the Monday-Friday *Douglas Edwards News* show at 6:15-6:30 p.m. CST, while the Saturday *Lucy Show* and Sunday *Lassie* program, both on film, will be originated locally at 6-6:30 p.m. CST with prints to be supplied in advance by CBS-TV.

The CBS-TV blueprint envisions one repeat show; *Sunday News Special*, 11 p.m., New York Time, will be repeated at 12-12:15 a.m. New York Time for viewing on Central Standard stations at 10-10:15 CST. There also is one seven-day delay program; Tuesday's *Name That Tune*, a live show in the otherwise solid film block across the board at 7:30-8 p.m., will be presented by kinescope with one week's delay in its same time spot, 6:30-7 p.m. CST.

Mr. Jamieson noted that the plan keeps CBS-TV's so-called "kid shows" strip—7:30-8 p.m. EDT—within Class A time (6:30-7 p.m. CST), avoiding a loss of revenue "in the six-figure range" that has occurred heretofore because DST operations moved these shows back into Class B time in CST areas. In addition, it was understood, the plan will deliver evening network features to Mountain Zone stations at hours that are more acceptable, locally, than in past summers. In the past, stations have cancelled some of these programs because they arrived too early.

Mr. Jamieson said that, among other benefits, the plan has a political advantage—in that it will permit political preemptions within the current evening commercial schedule without disrupting more than one program per preemption.

XETV (TV) To Carry ABC Films, Kines

ABC announced last week that it had signed an affiliation contract for the San Diego, Calif., market with XETV (TV) Tijuana, Mexico. The affiliation is effective April 5. Negotiations were conducted by Ernest Lee Jahncke Jr., ABC vice president, and Julian M. Kaufman, XETV vice president-general manager.

The move is another in a series of arrangements with the Mexican station which has aroused protests by San Diego tv stations. Some months ago, ABC sought FCC permission to feed live programs to the ch. 6 Mexican outlet (38 kw power with 500-ft. above ground antenna atop Mt. San Antonio). After FCC approval over objections by the San Diego stations, the grant was protested. The Commission accepted the protest and scheduled hearing for March 19 before Hearing Examiner Herbert Sharfman.

Protesting are ch. 8 KFMB-TV and ch. 10 KFSD-TV, both San Diego. The former carries CBS; the latter, NBC. Both also carry ABC programs. They claim that ABC's relationship with XETV would constitute unfair competition, since XETV is not subject to American laws. They said that the Mexican outlet would deliver "substandard" programs and "debauch" the San Diego audience.

The affiliation contract between ABC and XETV will permit the network to deliver film and kinescope programs to the Tijuana station. FCC approval is not required for this.

Profanity on 'Alcoa Hour' Meets Quick Public Reaction

THE TERM "God damn" made its tv debut Feb. 19 and public reaction was so immediate that the night executive at NBC-TV ordered the slip of tongue stricken from the "hot" kinescope of the *Alcoa Hour* before it could be retelecast on the West Coast that same night.

Actor Lloyd Bridges, portraying a migrant worker standing up to a lynch mob in Reginald Rose's "Tragedy in a Temporary Town" (see IN REVIEW, page 14), "got so worked up during the rehearsals of the climactic scene," an NBC spokesman reported last week, "that he broke down and cried several times." On the air a few hours later, Mr. Bridges, instructed via script to shout "you dirty, stinkin' pigs," shocked not only Alcoa's viewers but his co-workers when he cried, "you God damn stinkin' pigs."

NBC said close to 700 calls were received at the network almost immediately, 200 of them expressing "mixed feelings." The network defended the actor, but regretted the lapse of discipline. Mr. Bridges later was quoted as saying, "I didn't even know I'd said it until afterwards."

Smith Switched to ABC Unit

APPOINTMENT of George Smith, ABC-TV Network account executive, as administrative officer of ABC's Political Unit is being announced today (Monday) by Ernest Lee Jahncke Jr., ABC vice president and assistant to the president. Mr. Jahncke heads the unit, which is responsible for all aspects of ABC radio-tv political broadcasts in the 1956 campaign.

With ABC since 1949, Mr. Smith has been manager of *Playhouse Theatre*, sales representative in the co-op program department, manager of television co-op program sales, and manager of tv station clearances. He became a tv network account executive in September 1954.

Mrs. Manes to Head ABC Dept.

SHEILA MANES has been appointed head of ABC Radio's Western Sales Service Dept. She succeeds Marion Russell, who last week joined Erwin, Wasey & Co., the network announced. Dennis Alward was named Mrs. Manes' assistant.

KDTH to Join ABC Radio

KDTH Dubuque, Iowa, will become an ABC Radio affiliate on March 15, it was announced jointly last week by K. S. Gordon, KDTH general manager, and Edward J. De Gray, national director of station relations for ABC Radio. KDTH, which operates with 1 kw on 1370 kc, is owned by the Dubuque *Telegraph-Herald*.

$4.5 MILLION MORE TO MBS' BILLINGS

TOTAL BUSINESS amounting to $4.5 million has been added to Mutual's roster since Feb. 1, it was announced last week by Harry Trenner, MBS vice president in charge of sales. None of the four new accounts and five renewals was booked under Mutual's recently-announced "guaranteed cost per thousand plan," under which each advertiser will get a guarantee as to how many homes his campaign will reach [B•T, Feb. 20].

The largest single block of the $4.5 million sales, Mr. Trenner said, is represented by the renewal of the Kraft Foods Co., Chicago, through Needham, Louis & Brorby, Chicago, of the *Kraft Five-Star News* programs which are broadcast five times daily, Monday through Saturday.

Extra-Daylight Bill Dying in New York

THE NATION'S broadcasters were seemingly assured last week that their Daylight Savings Time problem would not become even more complicated this year.

This consoling conclusion was drawn by observers after a public hearing before the Judiciary Committee of the New York State Assembly in Albany last Wednesday when officials of NBC and CBS, as well as representatives of other industries, voiced vigorous opposition to a pending Assembly bill that would move the DST starting date in New York from the last Sunday in April to the first Sunday in April. Even more heartening, no individual or group appeared before the committee in favor of the bill and, consequently, prospects for enactment this year were deemed remote.

The lack of support for the bill, it was understood came about this way: Sen. Pliny W. Williamson (Republican), who had introduced a similar bill in the State Senate, decided not to press for passage of the proposal this session, reportedly because it could not be passed in time to permit the railroads to make their schedules conform to the earlier Eastern Daylight Time starting date. The Assembly bill was introduced by Robert Walmsley (Republican).

The broadcasting industry's opposition to the bill was outlined by Harry Bannister, NBC vice president in charge of station relations, and Robert Jamieson, sales service manager for CBS-TV. They explained their stand by claiming that the proposed bill would prevent residents of New York State, as well as an estimated 35 million persons living outside the state, from watching and hearing many programs, would result in the loss of revenue to the networks and affiliated stations, and would prove injurious to advertisers through disruption of audience patterns and resultant loss of sales.

NBC SETS NEW METHODS TO COVER CONVENTIONS

NBC'S PLANS for coverage of the 1956 Republican and Democratic conventions were outlined last week by Davidson Taylor, vice president in charge of public affairs, who termed the project "the largest-scale news operation in the history of the industry."

The focal point of radio and television operations, Mr. Taylor said, will be modern "convention centrals," specially-designed broadcast control rooms, which will be built in Chicago's International Amphitheatre, where the Democrats convene Aug. 13, and in the Cow Palace in San Francisco, where the Republicans meet, starting Aug. 20. From these communication centers, NBC key commentators will report and interpret convention developments gathered by correspondents from all news points inside or outside the convention hall. A six-man news desk in "Convention Central" will be in operation 24 hours a day.

NBC staffs at each convention, Mr. Taylor said, will number close to 400 persons. Three mobile units and more than 40 cameras will be in use at each site, he added. Mr. Taylor observed that among the latest developments in broadcast methods and technical equipment to be tested at the convention are two-way radios no larger than cigarette packages, portable one-man television cameras and new techniques for television closeups.

During the Chicago convention, he said, NBC will maintain a 1,900-mile line to San Francisco, enabling the commentator to make instantly available any significant developments preceding the Republican gathering. NBC also has made plans for second-week coverage of the Democratic convention in the event that it extends beyond one week and overlaps that of the Republican meeting. In that eventuality, Mr. Taylor said, NBC will rush standby staffs to both locales to maintain simultaneous coverage.

The overall network presentation will be under the supervision of William R. McAndrew, director of NBC News. Barry Wood, director of NBC Special Events, will be in charge of production of the convention-election coverage.

'AFFIRMATIVE' CAMPAIGN SEEN AS INDUSTRY NEED

COLOR TV and other media can help the U. S. reach President Eisenhower's predicted $400 billion gross national product and realize $9.25 billion in advertising outlays in 1956 if they will unite in an "affirmative" campaign devoid of any "domestic quarrels," NBC President Robert W. Sarnoff asserted Thursday.

This could be "advertising's pinnacle year of achievement," Mr. Sarnoff told the Chicago Federated Adv. Club at a luncheon in the Morrison Hotel. The NBC president is chairman of National Advertising Week.

If, among other things, "color television can begin to realize even a fraction of its unlimited advertising potential" and if advertising can "devise new creative techniques to keep abreast of new communication techniques," then America can "scale an economic Mt. Everest" in 1956, he asserted.

The NBC president pointed out that for two consecutive years advertising volume has kept ahead of the nation's sales curve. He cautioned against the belief that size of advertising expenditures in 1956—predicted $9.25 billion—will guarantee success without regard for client needs and sales jobs to be done.

The goal for advertising this year, he reported, is only 2.3% of the predicted national gross product as contrasted to 3% advertising reached during two world wars. Advertising could set its sights on a minimal increase of one-tenth of one percent and still "stoke the economy" with an additional $400 million, he said, noting this is a "tangible way in which we who compete can work together constructively."

Appraising the color tv field, Mr. Sarnoff said, "if the networks sustain their present color momentum, advertisers will be investing $150 million in network color programming by next year. By 1960, the figure should be up to $600 million. It should be matched in that year, incidentally, by a conservatively estimated 12 million color sets in the hands of the public."

Daily Visitors
in 490,000 Homes
in Western New
York State*

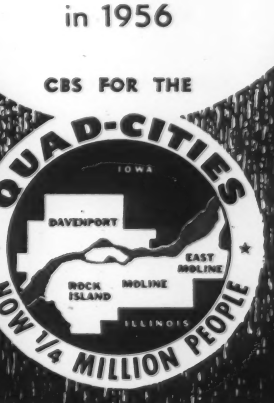
* Plus a bonus of 485,000 Canadian Homes

WGR-TV
BUFFALO

Nat. Reps. FREE & PETERS

Choose
WHBF
as a major aid
to your Quad-City
marketing plans
in 1956

CBS FOR THE
QUAD-CITIES
NOW 1/4 MILLION PEOPLE



WHBF AM TV
ROCK ISLAND, ILLINOIS
REPRESENTED BY AVERY-KNODEL

NBC'S 1955 GROSS BEST IN ITS HISTORY, REPRESENTS 23.3% OF RCA'S FIRST BILLION

RCA issues 'Golden Achievement Year' report on Gen. Sarnoff's 65th birthday, shows networks' overall sales last year ran 23% above 1954. Tv network billings topped previous year by 35%.

NBC grossed $246,173,000 in 1955, its best year to date, accounting for 23.3% of RCA's sales in the parent company's first billion-dollar year, according to RCA's 36th annual report, being released today (Monday), by Brig. Gen. David Sarnoff, board chairman.

The report, whose release coincides with Gen. Sarnoff's 65th birthday today [see box, this page], shows that NBC's overall sales in 1955 ran 23% above 1954's, when they totaled $200,423,000 and represented 21.3% of RCA's total volume. NBC-TV's total network billings in 1955 exceeded the preceding year's by 35%.

As forecast by Gen. Sarnoff in his year-end statement in December, the annual report shows that RCA went over the billion-dollar mark in sales for the first time [B•T, Dec. 26, 1955], grossing $1,055,266,000 for a 12% gain over the 1954 total of $940,950,000.

The company's net profit in 1955 was placed at $100,107,000 before federal income taxes and $47,525,000 after taxes. The comparable figures for 1954 were $83,501,000 and $40,525,000.

Earnings per share of common stock amounted to $3.16 in 1955 as against $2.66 in 1954. Dividends totaling $24,069,000 were declared, including $3.50 per share on preferred stock and $1.50 per share on the common as compared with $1.35 on the common in 1954. The company's tax bill came to $97,998,000 equivalent to $6.98 per common share. This included $66,611,000 in federal income taxes, social security, property tax and other state and local taxes, and $31,387,000 in excise taxes.

Total current assets at the end of 1955 amounted to $479,915,000, as compared to $386,522,000 at the end of 1954. Additions to plant and equipment during 1955 totaled $31,039,000, bringing such expenditures during the past 10 years to $237,379,000.

A table of financial results achieved by the corporation in the last 10 years shows total gross income of $6,034,440,000; earnings of $609,259,000 before federal taxes, and net profit of $311,761,000 after income taxes. Total earnings after income taxes represented 5.2% of gross income in the 10-year period.

The report for 1955—the "Golden Achievement Year"—noted that NBC's record billings were established "while NBC continued to pioneer in all aspects of broadcasting." Cited specifically: a five-fold expansion of NBC-TV's color programming schedule and initiation of a $12 million expansion program in color production facilities which will permit NBC-TV to boost color programming from 40 hours a month to 80.

Color also was singled out in a joint statement issued by Gen. Sarnoff and RCA President Frank M. Folsom on behalf of the RCA board: "Electronics is a science in which progress is born of change. The American public's spontaneous acceptance of new products and services is highly encouraging to scientific research. A total 80% of RCA's sales in 1955 were in products and services which did not exist, or were not commercially developed, 10 years ago. Research, development and engineering have spearheaded RCA's economic advance to the status of a one-billion-dollar sales unit in American industry. Our scientific manufacturing and communications facilities are integral services which contribute substantially to the strength and national security of the U. S.

Progress of Color

"Color television—the compatible system pioneered and developed by RCA—continued to gain momentum during 1955. NBC expanded its color programming and RCA Victor introduced the first complete line of color tv receivers. The outlook is bright for color tv to move forward with increased rapidity in 1956.

"Successful establishment of color television as a new service fully justifies the long years of experimentation and the millions of dollars which RCA has devoted to scientific research and engineering as a basis for leadership and steady growth."

NBC Radio, entering its 30th year in 1956, has 196 affiliates and NBC-TV has 201, of which the report said 106 are equipped to transmit network color and 32 to originate color themselves. The report also pointed out that RCA Victor made and sold more than a million black-and-white sets in 1955, sold 40% more radios than in 1954, produced more recorded music than ever before, and sold more than two-and-a-half times as many hi-fi instruments as in the preceding 12 months.

In research, the report said, "significant developments of future import are foreseen in notable advances" during 1955 at the David Sarnoff Research Center of RCA at Princeton, N. J. "Basic studies and experiments with new electronically active materials are laying a broad foundation for electronic systems and devices which will assure continued progress through the next decade," the report asserted.

Money devoted by RCA to new and improved production facilities during the past 10 years was boosted to $172 million by appropriations totaling $23.7 million in 1955, the report said.

Of the year's record sales, almost 22% represented business with the armed forces. The year-end backlog of government orders was placed at about $235 million. During the year, it was noted, progress was made in the development of radar, guided missile systems, infra-red detection devices, and a wide range of communications equipment.

Other activities covered in the report included RCA's 84 world-wide radiotelegraph circuits, which handled more than 7.3 million radiograms; Teleprinter Exchange Service which processed a record 104,000 international calls; and expanding technical assistance programs to the armed forces and government agencies which resulted in a 30% increase in the number of skilled engineering and technical Government Service Dept. personnel assigned to special projects.

The report showed RCA now has 78,500 employes, a gain of 8,000 over 1954. A total of $345,473,000, or 33 cents out of each sales dollar, was paid in wages and salaries in 1955, including payments for vacations and holidays, and an additional $21,913,000 was provided to cover employe pensions, social security, group insurance and other benefits.

RCA said it relied upon some 7,500 companies in 43 states for materials and services in 1955, paying them a total of $557,323,000.

Two Important Milestones Observed by Gen. Sarnoff

BRIG. GEN. DAVID SARNOFF, RCA board chairman, is observing two milestones today (Monday). It's his 65th birthday and, coincidentally, he is issuing the RCA annual report which shows that in 1955, RCA for the first time surpassed a billion dollars in sales [see separate story] and entered the ranks of the nation's top 25 industrial companies. The two milestones come within months of coinciding with the 50th anniversary of his entry into the radio communications field—on Sept. 30, 1906—as office boy of the Marconi Wireless Telegraph Co. of America, predecessor of RCA.

In observance of the billion dollar sales achievement, Gen. Sarnoff has sent the following message to all RCA employes:

"Thanks to the fine teamwork of our organization, RCA not only met but exceeded its target of one billion dollars in gross volume in 1955. This established an all-time record for RCA and will serve as an inspiration to all of us in the promising years ahead. . . ."

The $1,055,000,000 sales volume in 1955, which is the equivalent of $4 million per working day, compares with an annual rate of $1 million when RCA commenced operations in 1920 and is four-and-a-half times the $237 million volume achieved in 1946.

L.B. Wilson INCORPORATED WCKY CINCINNATI O.

*Sept.-Oct. Pulse

—an old Cincinnati Habit:
—listening to WCKY;

10 years of 24 hour a day music and news programming has created in Cincinnatians, the habit of tuning to WCKY for

The Best in Music
The Latest in News

*21% of morning audience
22% of afternoon audience
21% of night time audience

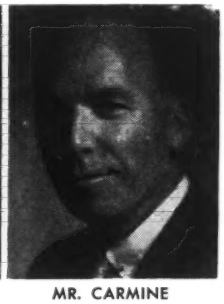
BUY WCKY

CARMINE TO RETIRE AS HEAD OF PHILCO

JAMES H. CARMINE will retire in April as president of Philco Corp. but will continue as a member of the company's board of directors and finance committee and will serve as a special consultant on sales and merchandising.

Mr. Carmine, in announcing his resignation, said that the Philco board of directors had agreed informally that William Balderston, who has been associated with the company for 25 years, will be reelected chairman of the board, and that James M. Skinner Jr., now a director

MR. SKINNER



MR. CARMINE

and vice president and general manager of the Television Div., will become president after the annual stockholders' meeting in April.

Mr. Carmine was elected president in 1954, climaxing his many years of association with Philco, which he joined in 1923 as a storage battery salesman.

Mr. Skinner, son of the late James M. Skinner, who was Philco president from 1929 to 1939, joined the company in 1934 and has held executive positions of increasing responsibility in almost every division.

Philco 1955 Sales Mark Second Highest in History

PHILCO CORP. registered the second highest dollar volume of sales in its history in 1955, the radio-tv-appliance firm announced last week in a resume of last year's activities.

Philco's biggest year was 1953 when it touched $430,419,000 in sales.

Sales in 1955 totaled $373,359,000 compared with $349,277,000 in 1954. Income in 1955 before taxes was $17,286,000 compared with $10,544,000 in 1954, when a strike closed the firm's electronics plant for seven weeks. Federal and state income taxes in 1955 were $8,863,000 and $3,775,000 in 1954.

Net income after taxes in 1955 was $8,423,000 or $2.13 per share of common stock after preferred dividends. In 1954, net income after taxes amounted to $6,769,000 or $1.69 a share.

Philco also credited directly to retained earnings in 1955 a net amount of $1,130,071 which would have been equivalent to an additional 30 cents per share of common stock if it had been included in the income statement. The company said it also spent an additional $5 million on various projects on a pay-as-you-go-basis.

"Substantial amounts," the company said, were spent in developing and tooling for production of color tv, transistors, automatic washers and dryers, computers, and automation equipment.

The company said it had $70,062,000 in working capital at the end of 1955 compared with $53,175,000 at the end of 1954.

150,000 Color Set Sales Foreseen in '56 by Baker

DR. W. R. G. BAKER, general manager of the General Electric Co.'s electronics division, foresaw no "breakthrough" in color set sales this year, he told a dinner meeting of the Technical and Engineering Council of Southern New York at Endicott, N. Y.

Dr. Baker predicted tv set makers will be selling five million color receivers annually by 1960 and perhaps move upward to seven million by 1964. He did not see current efforts to accelerate color demand as bringing a "torrential movement of color sets to the market this year," estimating about 150,000 in retail sales this year compared to 35,000 color receivers in use in the U. S. last year. He noted that "there are some companies which believe that as many as a half-million sets will be in use in December of this year." But, he said, "there is nothing on the horizon to justify predictions of a phenomenal step forward in 1956" in breaking the $500 price level, which, he said, is believed to be the key to mass movement of color tv sets.

He said production and sale of more than 850,000 receivers on an industry-wide basis next year, would make the industry "happily surprised." Dr. Baker also said sales for the first half of this year "will continue to be somewhat negligible, and the growth which will come in the latter part of the year will not be instantaneous but purely normal."

From present indications, Dr. Baker predicted "the million mark will not be reached until 1958 and it may be 1959 or 1960 before color 'equalizes' with black-and-white in total units sold."

Gen. Precision Realigns

GENERAL PRECISION Labs, Pleasantville, N. Y., has established new sales districts in the New York and Mid-Atlantic areas. S. L. Thomas has been named sales manager of the New York district with headquarters at Pleasantville, N. Y. Assisting him as sales engineers are H. L. Ryder, formerly of Devenco Inc., and E. K. Price, formerly with WPIX (TV) New York.

Heading the new Mid-Atlantic district as sales manager is J. E. Mullen, formerly eastern sales manager, Dage Tv Div. of Thompson Products Inc. Paul J. Koepfler, previously with the Breeze Corp., will assist as sales engineer. The new office, covering the eastern Pennsylvania and southern New Jersey territories, is located at Jenkintown, Pa.

"This reminds me—Six Points Hardware on KRIZ Phoenix is advertising new screens."

WWJ
DETROIT
FIRST IN DETROIT
• PROGRAMMING
• EXPERIENCE
• SALES RESULTS
ASK DETROITERS!
BASIC NBC AFFILIATE
WORLD'S FIRST RADIO STATION
Owned and Operated by THE DETROIT NEWS
National Representatives: FREE & PETERS, INC.

Why Overlook A Good Thing?
A good thing is hard to find! WNDU-TV is not hard to find, and it *is* a good thing. Over 176,000 UHF families in South Bend - Elkhart have found the programs they want on WNDU-TV. Your sales message will find the families you want on WNDU-TV . . . a good thing!
NBC Represented Nationally by MEEKER TV
WNDU-TV
CHANNEL 46

7.4 Million Tvs Shipped In '55 Set All-Time Mark

SET manufacturers shipped 7,421,978 tv receivers to dealers last year, setting an all-time record, according to Radio-Electronics-Tv Mfrs. Assn. In 1954 shipments totaled 7,161,362 sets, a new record at that time. The five-week December shipments totaled 800,192 sets compared to 634,742 in four-week November and 1,014,227 in December 1954.

Following are tv set shipment to dealers by states during 1955:

State	Total	State	Total
Alabama	129,423	New Hampshire	27,706
Arizona	39,014	New Jersey	230,692
Arkansas	83,882	New Mexico	24,466
California	621,811	New York	678,187
Colorado	54,401	North Carolina	193,982
Connecticut	106,108	North Dakota	29,233
Delaware	17,425	Ohio	395,395
Dist. of Columbia	64,459	Oklahoma	105,754
Florida	257,677	Oregon	89,198
Georgia	165,995	Pennsylvania	483,391
Idaho	32,861	Rhode Island	36,442
Illinois	415,332	South Carolina	98,820
Indiana	202,427	South Dakota	30,875
Iowa	112,875	Tennessee	150,060
Kansas	95,875	Texas	400,640
Kentucky	123,589	Utah	28,982
Louisiana	153,767	Vermont	23,070
Maine	51,646	Virginia	138,334
Maryland	101,677	Washington	124,845
Massachusetts	209,843	West Virginia	82,967
Michigan	311,032	Wisconsin	168,040
Minnesota	128,170	Wyoming	7,786
Mississippi	70,718	U. S. TOTAL	7,397,250
Missouri	197,310	Alaska	7,490
Montana	23,357	Hawaii	17,238
Nebraska	68,091	GRAND TOTAL	7,421,978
Nevada	9,620		

Keystone Tape Recorder Features Magazine Loading

KEYSTONE CAMERA Co., Boston, last Thursday announced the development of a magnetic tape recorder to sell for $199.50. Robert C. Berner, vice president and director of sales, reported that the recorder is the first to utilize magazine loading of tape, which eliminates threading and adjusting.

The Keystone recorder also accommodates normal-size reels and contains two motors for ease in rewinding. The unit has an 8 w amplifier, capable of reproducing undistorted tones of from 40 to 15,000 cycles, and three speakers.

Ten Fellowships Announced By RCA in Sarnoff's Honor

TEN graduate fellowships for RCA employes in honor of Brig. Gen. David Sarnoff, chairman of the board, were announced last week by Dr. C. B. Jolliffe, RCA's vice president and technical director.

Dr. Jolliffe, who is chairman of the RCA Education Committee, said each fellowship is valued at about $3,500. This includes a grant to the fellow, tuition fees and an unrestricted gift to the college or university selected. The awards will be made in the fields of science, business administration and dramatic arts. Dr. Jolliffe said that the association of Gen. Sarnoff's name with the fellowships is "especially appropriate" since he advanced through the ranks of RCA and its predecessor company, the Marconi Wireless Co. of America, which he joined in 1906 as a messenger boy.

In addition to the David Sarnoff Fellowships, Dr. Jolliffe said, RCA is awarding 10 college and university graduate fellowships in the fields of science, electrical engineering and dramatic arts, including RCA's first fellowship in medical electronics, which has been established at Johns Hopkins U. with a grant of $3,500 to be made in the fall of 1956. Nine other RCA graduate fellowships will be awarded to students at the following schools: California Institute of Technology, Carnegie Institute of Technology, Columbia U., Cornell U., U. of Illinois, New York U., Princeton U., Rutgers U. and Yale U.

RCA also has been granting 33 undergraduate scholarships in various fields at designated colleges throughout the country, Dr. Jolliffe said. Beyond this, he added, RCA has been making financial contributions to educational institutions, and for the year 1956, its contributions will amount to more than $250,000.

Bell Continues Experiments In Fla.-Cuba Transmissions

BELL SYSTEM is continuing to experiment in the sending of tv programs over a new high-power radio system between Florida and Cuba, according to the annual report of the American Telephone & Telegraph Co.

In its report of 1955 activities released last week, AT&T said the system should be ready for regular telephone service to Cuba early next year. Experiments involve the sending of both telephone conversations and tv up to 250 miles across areas where intermediate relay stations are not practical.

Tv networking now reaches 390 stations in some 260 cities, with color carried to about 270 stations in more than 150 cities, AT&T said. In 1955, more than 25 closed-circuit programs were carried.

Bell System earnings on AT&T stock were $13.10 per share on the average number of shares in 1955, the report stated. Return on invested capital was 6.8%, compared to 6.2% in 1954 when earnings were $11.92.

Labs Buy Color Tv Camera

SMITH, KLINE & FRENCH Labs., Philadelphia, announced last week the purchase from RCA of a $200,000 mobile three color tv camera unit—reportedly the first of its kind—for closed circuit presentations of surgical and clinical demonstrations.

The "studio-on-wheels" includes a three Vidicon live color camera chain especially developed by RCA for surgical demonstration work, complete audio and video equipment for program origination and relay, custom-built body and chassis with such facilities as air conditioning and heating systems, plus a separate power generator.

Nems-Clarke Offers

NEMS-CLARKE Inc., Silver Spring, Md., has marketed the type TS-1 telesync equipment which has been designed specifically to meet requirements for a high quality unit for generating Radio-Electronics-Television Mfrs. Assn. sync signals when used in conjunction with a high fidelity tv receiver.

MANUFACTURING PEOPLE

Herbert C. Guterman, former president, the Arma Corp., elected chairman of board, National Co. (electronic engineering, manufacturing), Malden, Mass.

Charles C. Carey, vice president for manufacturing, General Radio Co. (laboratory apparatus), Cambridge, Mass., succeeds **Errol H. Locke,** retired, as president.

Dr. Frederick E. Terman, dean of school of engineering and provost, Stanford U., and former wartime director, Radio Research Lab, Harvard U., named vice chairman of board of directors, Stanford Research Institute, Menlo Park, Calif.

John J. Slattery, vice president-director of engineering, Sterling Precision Instrument Corp., Flushing, L. I., appointed assistant to the vice president-general manager, Magnavox Co., Government & Industrial Div., Fort Wayne, Ind.

Philip R. Geffe, director of research, Hycor Co., N. Hollywood, Calif., appointed engineering director of company.

John M. Palmer, manager of receiving and cathode ray tube operations, Lansdale Tube Co., Div. of Philco Corp., named manager of new Spring City, Pa., plant of Lansdale for transistor, diode and other semi-conductor production.

Leonard S. Hermelin, assistant manager, systems projects department, Fairchild Camera & Instrument Corp., Reconnaissance Systems Div., Syosset, N. Y., named executive assistant to division general manager.

Jon B. Jolly, former N. Y. district manager, semiconductor products, General Electric Co., Bridgeport, Conn., appointed sales manager, semiconductors, CBS-Hytron, Danvers, Mass., division of CBS Inc.

Allyn N. Farmer, Ft. Wayne, Ind., art studio owner, to Magnavox Co., Ft. Wayne, as advertising art director.

William McCluney, formerly Houston regional manager, Stromberg-Carlson Co., Ft. Wayne, Ind., to southwest regional sales manager, CBS-Columbia, radio-tv set manufacturing division of CBS Inc., N. Y. He will serve Texas, Oklahoma, Colorado and New Mexico districts and headquarter in Houston.

George A. Kaye, employment manager, Allen B. DuMont Labs, to Emerson Radio & Phonograph Corp., N. Y., as technical employment manager.

MANUFACTURING SHORTS

Telechrome Inc., Amityville, N. Y., has announced new portable video transmission test signal generator. Model 1003-A occupies 12¼ in. standard rack space and is claimed to be only portable precision test signal generator which produces composite tv waveforms for stairstep, modulated stairstep, white window and multi-frequency burst signals. Signals can be used to test individual units, amplifiers and cables in all parts of tv chain.

RCA stereophonic film-recording equipment—including what RCA reports to be film industry's first transistorized seven-track mixer amplifier operating on 25% reduced power—leased by Cinemiracle Corp., L. A., new wide-screen film process production firm.

Federal Telephone & Radio Co., Clifton, N. J., Div. of International Telephone & Telegraph Corp., announces availability of two new traveling wave tubes for use as wide-band amplifiers in microwave, radar and countermeasures equipment. Tubes, claimed only ones in industry available in quantity with metal envelopes for greater ruggedness than glass envelopes, are designated Types F-6658 and F-6825.

Raytheon Manufacturing Co., Waltham, Mass., has completed arrangements with *Melbourne Herald-Sun* tv station, one of first six stations to be licensed for operation in Australia, for purchase of two 1 w microwave links. Tv broadcasting to begin in that country in early fall.

Andrew Corp., Chicago, has issued new catalog showing antennas, antenna systems and transmission lines. Illustrated 100-page book is available free from company at 363 E. 75th St.,

'EMMY' AWARD NOMINATIONS ANNOUNCED

Members of Academy of Television Arts & Sciences will vote for winners, to be reported on NBC telecast March 17.

NOMINATIONS for the 1956 "Emmy" awards of the Academy of Television Arts and Sciences were announced last week by Don DeFore, president of the academy. Members of the academy will vote for a winner in each category, and announcement of winners will be made on the telecast of the awards ceremony on NBC-TV March 17 (9-10:30 p.m. EST).

The telecast will have pickups from dinners at the Hotel Waldorf-Astoria in New York and the Pan Pacific Auditorium in Hollywood. The Oldsmobile Div. of General Motors Corp., Detroit, through D. P. Brother & Co., Detroit, will sponsor the telecast as part of its Saturday night spectacular series.

Nominations for the "Emmy" awards are as follows:

Best single program of the year, 1955: "Davy Crockett and River Pirates," *Disneyland* series, ABC; "Caine Mutiny Court Martial," *Ford Star Jubilee*, CBS; "Peter Pan Meets Rusty Williams," *Make Room for Daddy*, ABC; "Peter Pan," *Producers' Showcase* series, NBC; "The Sleeping Beauty," *Producers' Showcase* series, NBC; "No Time for Sergeants," *U. S. Steel Hour*, ABC; "The American West." *Wide Wide World* series, NBC.

Best actress (continuing performance): Gracie Allen, *Burns and Allen Show*, CBS; Eve Arden, *Our Miss Brooks*, CBS; Lucille Ball, *I Love Lucy*, CBS; Jean Hagen, *Make Room for Daddy*, ABC; Ann Sothern, *Private Secretary*, CBS.

Best actor (continuing performance): Bob Cummings, *Bob Cummings Show*, CBS; Jackie Gleason, *Honeymooners*, CBS; Phil Silvers, *Phil Silvers Show*, CBS; Danny Thomas, *Make Room for Daddy*, ABC; Robert Young, *Father Knows Best*, NBC.

Best actress (single performance): Julie Harris, "Wind from the South," *U. S. Steel Hour*, CBS; Mary Martin, "Peter Pan," *Producers' Showcase*, NBC; Eva Marie Saint, "Our Town," *Playwrights 56*, NBC; Jessica Tandy, "The Fourposter," *Producers' Showcase*, NBC; Loretta Young, "Christmas Stopover;"*Loretta Young Show*, NBC.

Best actor (single performance): Ralph Bellamy, "Fearful Decision", *U. S. Steel Hour*, ABC; Jose Ferrer, "Cyrano de Bergerac," *Producers' Showcase*, NBC; Lloyd Nolan, "Caine Mutiny Court Martial." *Ford Star Jubilee*, CBS; Everett Sloane, "Patterns" *Kraft Tv Theatre*, NBC; Barry Sullivan, "Caine Mutiny Court Martial," *Ford Star Jubilee*, CBS.

Best actor (supporting role): Ed Begley, "Patterns," *Kraft Tv Theatre*, NBC; Art Carney, *The Honeymooners*, CBS; William Frawley, *I Love Lucy*, CBS; Carl Reiner, *Caesar's Hour*, NBC; Cyril Ritchard, "Peter Pan," *Producers' Showcase*, NBC.

Best actress (supporting role): Ann B. Davis, "Schultzy's Dream World," *Bob Cummings Show*, CBS; Nanette Fabray, *Caesar's Hour*, NBC; Jean Hagen, *Make Room for Daddy*, ABC; Audrey Meadows, *The Honeymooners*, CBS; Thelma Ritter, "The Catered Affair," *Goodyear Tv Playhouse*, NBC.

Best contribution to daytime programming: *The Bob Crosby Show*, CBS; *The Garry Moore Show*, CBS; *Home*, NBC; *Matinee Theatre*, NBC; *Today*, NBC.

Best m.c. or program host—male or female: Perry Como, NBC; Alistair Cooke, CBS; John Daly, CBS; Dave Garroway, NBC; Alfred Hitchcock, CBS.

Best choreographer: Rod Alexander, *Max Liebman Presents*, NBC; Tony Charmoli, *Your Hit Parade*, "Show Biz," (one time only), NBC; Jerome Robbins, "Peter Pan," *Producers' Showcase*, NBC; James Starbuck, *Max Liebman Presents, Shower of Stars* (with Ethel Merman), NBC and CBS; June Taylor, *Jackie Gleason Show (Stage Show)*, CBS.

Best comedian: Jack Benny, CBS; Sid Caesar, NBC; Art Carney, CBS; George Gobel, NBC; Phil Silvers, CBS.

Best comedienne: Gracie Allen, CBS; Eve Arden, CBS; Lucille Ball, CBS; Nanette Fabray, NBC; Ann Sothern, CBS.

Best director (film series): Rod Amateau, "Return of the Wolf," *Bob Cummings Show*, CBS; Bernard Girard, "Grant and Lee at Appomatox," *You Are There*, CBS; Nat Hiken, *You'll Never Get Rich*, CBS; Alfred Hitchcock, "The Case of Mr. Pelham," *Alfred Hitchcock Presents*, CBS; Sheldon Leonard, *Make Room for Daddy*, ABC; Jack Webb, "Christmas Story," *Dragnet*, NBC.

Best director (live series): John Frankenheimer, "Portrait in Celluloid," *Climax*, CBS; Clark Jones, "Peter Pan," *Producers' Showcase*, NBC; Delbert Mann, "Our Town," *Producers' Showcase*, NBC; Alex Segal, "No Time for Sergeants," *U. S. Steel Hour*, ABC; Franklin Schaffner, "Caine Mutiny Court Martial," *Ford Star Jubilee*, CBS.

Best producer (film series): Walt Disney, *Disneyland*, ABC; James D. Fonda, *You Are There*, CBS; Paul Henning, *Bob Cummings Show*, CBS; Nat Hiken, *You'll Never Get Rich*, CBS; Frank LaTourette *Medic*, NBC.

Best producer (live series): Herbert Brodkin, *Alcoa Hour/Goodyear Tv Playhouse* NBC; Fred Coe, *Producers' Showcase*, NBC; Hal Kanter, *George Gobel Show*, NBC; Martin Manulis, *Climax*, CBS; The Theatre Guild, *U. S. Steel Hour*, CBS, formerly ABC; Barry Wood, *Wide Wide World*, NBC.

Best specialty act (single or group): Harry Belafonte, Victor Borge, Sammy Davis Jr., Marcel Marceau and Donald O'Connor.

Best news commentator or reporter: John Daly, ABC; Douglas Edwards, CBS; Edward R. Murrow, CBS; John Cameron Swayze, NBC; Clete Roberts, CBS Pacific Network.

Best musical contribution: Tutti Camarata (arrangement), "Together With Music," *Ford Star Jubilee*, CBS; Sammy Cahn and James Van Heusen " Our Town," *Producers' Showcase*, and from same show "Love & Marriage," (song), NBC; Nelson Riddle (arrangement) "Our Town," *Producers' Showcase*, NBC; David Broekman (score) *Wide Wide World*, NBC.

Best male singer: Harry Belafonte, Perry Como, Eddie Fisher, Gordon MacRae, Frank Sinatra.

Best female singer: Rosemary Clooney, Judy Garland, Peggy Lee, Giselle MacKenzie, Dinah Shore.

Best original teleplay writing: David Davidson, "Thunder in Washington," *The Alcoa Hour*, NBC; Rod Serling, "Patterns," *Kraft Tv Theatre*, NBC; Robert Alan Arthur, "A Man Is Ten Feet Tall," *Philco Tv Playhouse*, NBC; Paddy Chayevsky, "The Catered Affair," *Goodyear Tv Playhouse*, NBC; Cyril Hume & Richard Maibaum, "Fearful Decision," *U. S. Steel Hour*, ABC.

Best comedy writing: Mel Tolkin, Selma Diamond, Larry Gelbhart, Mel Brooks and Sheldon Keller, *Caesar's Hour*, NBC; Hal Kanter, Howard Leeds, Everett Greenbaum, Harry Winkler, *George Gobel Show*, NBC; Jess Oppenheimer, Madelyn Pugh, Bob Carroll Jr., "L. A. at Last" on *I Love Lucy*, CBS; Sam Perrin, George Balzer, Hal Goldman & Al Gordon, *The Jack Benny Program*, CBS; Nat Hiken & staff, *You'll Never Get Rich*, CBS.

Best television adaptation: Rod Serling, "The Champion," by Ring Lardner, *Climax*, CBS; Paul Gregory, Franklin Schaffner, "The Caine Mutiny Court Martial," by Herman Wouk, *Ford Star Jubilee*, CBS; David Shaw, "Our Town," by Thornton Wilder, *Producers' Showcase*, NBC; David Dortort, "Oxbow Incident," by Walter Van Tilberg Clark, *20th Century-Fox Hour*, CBS; John Monks Jr., "Miracle on 34th Street," by Valentine Davies, *20th Century-Fox Hour*, CBS.

Best special event or news program: Atom bomb coverage, CBS; Academy of Motion Picture Arts & Science Awards (Oscars), NBC; Academy of Television Arts & Sciences Awards (Emmy awards), NBC; Rose Bowl football game, NBC; World Series baseball, NBC.

Best variety series: *Dinah Shore Show*, NBC; *Ed Sullivan Show*, CBS; *Ford Star Jubilee*, CBS; *Perry Como Show*, NBC; *Shower of Stars*, CBS.

Best dramatic series: *Alcoa Hour-Goodyear Tv Playhouse*, NBC; *Climax*, CBS; *Producers' Showcase*, NBC; *Studio One*, CBS; *U. S. Steel Hour*, CBS, formerly ABC.

Best commercial campaign: Bank of America, Chrysler Corp., Ford Motor Co., Hamm's Beer and Piel Bros. Beer.

Best comedy series: *Jack Benny Show*, CBS; *Bob Cummings Show*, CBS; *Caesar's Hour*, NBC; *George Gobel Show*, NBC; *Make Room for Daddy*, ABC; *You'll Never Get Rich*, CBS.

Best music series: *Coke Time*, NBC; *Dinah Shore Show*, NBC; *Your Hit Parade*, NBC; *Perry Como Show*, NBC; *Voice of Firestone*, ABC.

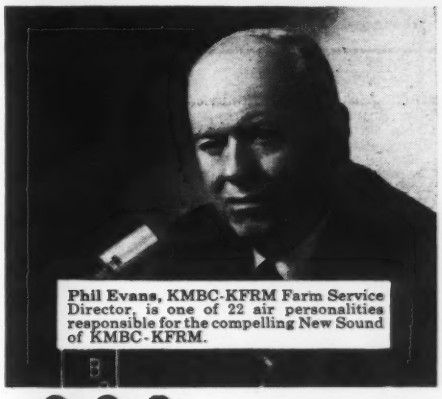
Best action or adventure series: *Alfred Hitchcock Presents*, CBS; *Disneyland* (Davy Crockett series), ABC; *Dragnet*, NBC; *Gunsmoke*, CBS; *The Line-up*, CBS.

Best documentary (religious, informational, educational or interview program): *Meet The Press*, NBC; *Omnibus*, CBS; *Person-to-Person*, CBS; *See It Now*, CBS; *Wide Wide World*, NBC.

Best children's series: *Ding Dong School*, NBC; *Howdy Doody*, NBC; *Kukla, Fran & Ollie*, ABC; *Lassie*, CBS; *Mickey Mouse Club*, ABC; *Pinky Lee*, NBC.

Best audience participation series (quiz or panel): *I've Got A Secret*, CBS; *People Are Funny*, NBC; *The $64,000 Question*, CBS; *What's My Line?* CBS; *You Bet Your Life*, NBC.

Best art direction (live series): Carl Kent, *U. S. Steel Hour*, CBS, formerly ABC; Otis Riggs, *Playwrights '56*, NBC and *Producers' Showcase*,



Phil Evans, KMBC-KFRM Farm Service Director, is one of 22 air personalities responsible for the compelling New Sound of KMBC-KFRM.

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NBC; *Jan Ucott, Hallmark Hall of Fame*, NBC; Don Shirley, *Perry Como Show*, NBC; William Craig Smith, *Lux Video Theatre*, NBC; James D. Vance, *Climax*, CBS.

Best art direction (film series): Duncan Cramer, *Four-Star Playhouse*, CBS; Ernst Fegte, *Medic*, NBC; William Ferrari, *You Are There*, CBS; Serge Krizman, *Schlitz Playhouse*, Peter Proud, *Robin Hood*, CBS.

Best cinematography: Edward Colman, *Dragnet*, NBC; George Diskant, "The Collar," *Four-Star Playhouse*, CBS; Norbert Brodine, "I Remember the Rani," *Loretta Young Show*, NBC; William Sickner, "Black Friday," *Medic*, NBC; Robert Pittack, *Private Secretary*, CBS.

Best engineering technical achievement: Automatic iris control for NBC pick-up of complete atom blast at Yucca Flats; DuMont Electronicam; color wipe amplifier developed by CBS engineering; electronic editing machine developed at the Disney Studios; RCA tricolor picture tube which made the commercial color receiver practical; ultra-violet kinescope recording which improved the quality of television recording.

Best editing of a television film: Samuel Beetley, "The Collar," *Four-Star Playhouse*, CBS; Jason H. Bernie, "Operation 3 in 1," *Navy Log*, CBS; Stan Frazen and Guy Scarpitta, "Miss Coffee Break," *Bob Cummings Show*, CBS; Daniel Nathan, "Little Guy," *Jane Wyman's Fireside Theater, NBC;* Edward W. Williams, "Breakdown," *Alfred Hitchcock Presents*, CBS.

Best camera work (live show): A. J. Cunningham, *Climax*, CBS; T. Miller, *Studio One*, CBS; Joe Strauss, *Lux Video Theatre*, NBC; Les Vaught, *House Party*, CBS.

ZIV, WFIL WIN TOP FREEDOM AWARDS

Freedom Foundation's annual awards presentation singles out Ziv's '3 Lives' film series for top tv prize; WFIL education series takes top radio honors.

THE broadcasting industry was well represented at Valley Forge, Pa., Wednesday, when the Freedom Foundation at Valley Forge gave its annual awards for "outstanding expressions, projects and programs from throughout the nation which build an understanding of the American Way of Life."

Ziv Television Programs Inc. received the top tv award for *I Led Three Lives*, which portrays the activities of an FBI undercover agent in the Communist Party. WFIL Philadelphia received the top radio award in cooperation with the Philadelphia Board of Education for "The Miracle of America," a weekly series on *WFIL Studio Schoolhouse* dramatizing episodes of historical significance.

Other winners in the television field:

SERIES TELECASTS

Admiral Corp., Chicago, Ill., for *Life Is Worth Living* series on ABC-TV featuring Bishop Fulton J. Sheen.

Hall Brothers, Kansas City, Mo., for *Hallmark Hall of Fame*, a series of dramatic programs depicting events in the lives of great Americans.

Home (Multiple Sponsors), New York, N. Y., for "A Time to Remember" series on NBC by Howard Whitman interpreting important events in American history.

KNXT (TV) Los Angeles, Calif., for *Focus on Delinquency*, a public service series pointing up some positive answers to the problem of juvenile delinquency.

KTTS-TV Springfield, Mo., for *Television Classroom*, a series featuring dramatizations and discussions on the American heritage.

Richfield Oil Corp., Los Angeles, Calif., for *Success Story*, a series calling public attention to worth-while successes in business, industry and the social sciences.

Rochester Gas & Electric Co., Rochester, N. Y., for *The Court of Public Opinion*, a bi-weekly series bringing top authorities together for discussions on topics important to citizens.

WHAS-TV Louisville, Ky., for *Inside Our Schools*, a series of programs from actual classrooms showing the local educational system in action.

WMCT (TV) Memphis, Tenn., for *Your Future Unlimited*, a public service series on career guidance for young people.

WPTZ (TV) Philadelphia, Pa., for *Telerama*, a weekly series of intimate shots of the lives of a typical American community—Philadelphia.

WRGB-TV Schenectady, N. Y., for "Ground Observer Corps" series on *Home Fare* showing the importance of participation in this civil defense activity as a part of the responsibility of good citizenship.

SINGLE TELECASTS

Chrysler Corp., Detroit, Mich., for "The Deliverance of Sister Cecilia" program on *Climax* on CBS-TV, showing Communist oppression against religion behind the Iron Curtain.

Columbia Broadcasting System, New York, N. Y., for "Community Self-Survey" program on *The Search*, the story of the work of Fisk University in surveying attitudes relating to race prejudice in a critical community situation.

KPIX (TV) San Francisco, Calif., in cooperation with San Francisco Youth Association, Calif., for *Our Religious Roots*, a special program analyzing the relation of religion to America and America to religion, emphasizing our nation's dependence upon religious precepts.

National Broadcasting Co., New York, N. Y., for *A Conversation with Herbert Hoover*, a public service documentary program recording a personal interview with Mr. Hoover.

WBNS-TV Columbus, Ohio, for *Christopher Columbus*, a public service program. The people of Genoa, Italy, present a statue of Columbus to Columbus, Ohio. This program tells of the modern Genoa still following the example of Columbus by sending ships to all corners.

WBZ-TV Boston, Mass., for *The Siege at Cherry Hill*, a public service program dramatically showing the workings of our free press—covering a prison rebellion—through radio and television providing an unhampered flow of news in the public interest.

WCAU-TV Philadelphia, Pa., for *Speak with Freedom*, a program featuring coverage of the annual *Bulletin Forum*.

Other winners in the radio field:

SERIES BROADCASTS

ABC Radio Network, New York, N. Y., in cooperation with Chamber of Commerce of the U. S., Washington D. C., for *This Week in Washington*, a weekly public service program dealing with important issues and featuring stories of American enterprise in action.

Blanche Anderson, Homestead, Pa., for *The House You Live In*, on WLOA, Braddock, Pa., a daily homemaker's program which regularly uses material aimed at helping the housewife to attain a better understanding of the American way.

Arcade Pontiac Co., Washington, D. C., for *Report to the People*, a weekly program on WWDC with district commissioners responding to reporters questions on issues of importance to all citizens.

Bank of Douglas, Phoenix, Ariz., for *Sam Jones, American*, on KOY Phoenix, a commentator who reports on the American scene from "on-the-spot" locations all over the U. S.

Ladies Auxiliary Veterans of Foreign Wars of the U. S., Kansas City, Mo., for *The Man—And the Moment* on various stations, a 13-week series of programs on American history featuring significant moments and people in our past.

Shearson, Hammill & Co., Los Angeles, Calif., for "Salute to Industry," a feature on *Private Wire*, a weekly series on KABC Los Angeles, saluting a California business enterprise which succeeded in the American tradition.

Spiritual Mobilization, Los Angeles, Calif., for *The Freedom Story*, on various stations, a dramatic series of programs featuring human interest stories which point up the American heritage of personal freedom.

Standard Oil Company of Calif., San Francisco, Calif., for *Standard School Broadcast*, a weekly program on various stations featuring outstanding music designed to instill an understanding of the traditions of free men to young people.

Sun Oil Co., Philadelphia, Pa., for *Three Star Extra*, on NBC, a daily news program emphasizing the Credo of the American Way of Life, both in news and commercial content.

Troop Information and Education Div., Dept. of the Army, Washington, D. C., for the special program commemorating the 180th Anniversary of the U. S. Army on the *Army Hour* series on MBS.

WBUR Boston, Mass., for *The New England Adventure*, a series of documentary programs reporting on the business and industrial concerns of the New England area, showing the importance of enterprise in America.

WBZ-WBZA Boston-Springfield, Mass., for *Foundation of Freedom*, a series of 15 public service programs tracing step-by-step, the events from the Mayflower Compact in 1620 to the Massachusetts Constitution, 160 years later.

WHAM Rochester, N. Y., for *America's Composers*, a public service series featuring Dr. Howard Hanson, exploring the music of free men —the composers who have written for and about our country.

WKBN Youngstown, Ohio, for *Report on City Council Meetings*, a public service series of actual council meetings—giving citizens an opportunity of following the workings of their city legislature.

SINGLE BROADCASTS

KNX Los Angeles, Calif., for *The Sammy Lee Story*, a special public service program pointing up the right of all people to be accorded personal dignity regardless of race, color or creed.

National Broadcasting Co., New York, N. Y., for *The Atom—Menace and Promise*, a special public service program marking the 10th anniversary of atomic energy—showing both its dangers and hopes for future Americans.

Charles Shaw, Philadelphia, Pa., for "Fourth of July" broadcast on *As I See It*, commentary series on WCAU Philadelphia patriotic reflections on America's most important holiday.

WCNR Bloomsburg, Pa., for *The Other Side of Washington*, a special broadcast on Easter Sunday, revisiting the shrines important in the life of George Washington.

WTAG Worcester, Mass., for *Of Human Events*, a public service program on July 4, 1955, telling the story of how Americans celebrate this momentous anniversary.

SPECIAL BROADCASTS

John Franklin, Philadelphia, Pa., for his use of one item each day from the Credo of the American Way of Life on news broadcasts on KYW, (now WRCV) Philadelphia, stressing the rights and privileges in the American free system.

Minnesota Jewish Council, St. Paul, Minn., for *The 4-H Radio Speaking Contest*, where in 1955, hundreds of rural boys and girls spoke on radio programs on the subject, "What Are My Opportunities and Responsibilities Under Freedom?"

A special award went to E. I duPont de Nemours & Co. for its "dedication to the ideals of the republic through years of brilliant radio and television programs, advertising, motion picture films and employe publications." Storer Broadcasting Co., New York, multiple station owner, received an award for its trade advertising series featuring American landmarks.

Merle H. Tucker, owner, KGAK Gallup, N. M., accepted awards given to Kiwanis International and Farm-City Week. He is a trustee of Kiwanis and general chairman of the first observance of Farm-City Week.

Freedom Foundation is an independent, nonprofit organization and receives its funds by public subscription. Award judges are selected from outside the organization.

Award for Awards?

SHOULD a tv program that announces awards for other tv shows receive a special Emmy to have and to hold as its very own? That question is partly answered by one of the five nominations for 1955's best "Special Event or New Program" to be announced on the NBC-TV telecast March 17 of the Academy of Television Arts and Sciences award banquet. The nomination: Last year's coverage of the banquet—by NBC-TV.

Brotherhood Awards Honor KNX, CBS-TV NBC-TV

KNX Los Angeles, CBS-TV and NBC-TV were named winners of National Brotherhood Awards by the National Conference of Christians and Jews Feb. 19 at opening of NCCJ-sponsored Brotherhood Week. Eight National Certificates of Recognition also were announced in radio and television.

In radio-tv, Brotherhood Award winners are: KNX for its daily *Today in Los Angeles* in radio programs category, and, in tv programs, CBS-TV for "Family of Man" in its *Adventure* series and NBC-TV for "A Man Is Ten Feet Tall."

Certificates of recognition in radio went to NBC and WAND Canton, Ohio; in television, to CBS-TV; San Francisco Youth Assn. for a show on KPIX (TV) San Francisco; WUNC-TV Chapel Hill (educational); CBS-TV; NBC-TV and WHAS-TV Louisville.

AWARD SHORTS

Advertising Club of Minneapolis and Twin Cities chapter of **American Federation of Tv and Radio Artists** presented 14 "Minnie" awards to top city radio and tv performers. Tv awards

went to: **Bud Kraehling,** WCCO-TV, best male announcer; **Barbara Davies,** WCCO-TV, best woman performer; **Clellan Card,** WCCO-TV, best children's show personality; **Harry Seils,** WCCO-TV, best farm show personality; **Bill Ingram,** KSTP-TV, best newscaster; **Jack Horner,** KEYD-TV, best sportscaster; **"Slim Jim,"** KEYD-TV, best hillbilly western personality, and **"Texas Bill" Strength,** KEYD-TV, best male singer. Radio awards went to: **Cedric Adams,** WCCO, best newscaster; **Hal Garven,** WCCO, best hillbilly-western personality; **Jim Hall,** WCCO, best farm show personality; **Don Doty,** WTCN, best disc jockey, and **Frank Buetel,** WTCN, best sportscaster.

Frank W. McLaurin, general manager, KSRO Santa Rosa, Calif., named 1955 Man of the Year by Santa Rosa Junior Chamber of Commerce.

Edward R. Murrow and **Fred W. Friendly,** producers of CBS-TV's *See It Now* program, to be presented tomorrow (Tuesday) with plaque from Education Writers Assn. for outstanding achievement in field of educational journalism during 1955.

Harold (Pie) Traynor, sports director, KQV Pittsburgh, member of baseball's Hall of Fame, named winner of Harvey Boyle Award by city's chapter of Baseball Writers Assn.

Mutual Broadcasting System awarded plaque by National Exchange Club for its year-round anti-crime crusades. Club sponsors National Crime Prevention Week.

WBCO Bessemer, Ala., presented with Third Army Certificate of Achievement for help in promoting Army recruiting.

Georgetown University Forum of the Air, WTTG (TV) Washington program, awarded Distinguished Service Award by Crusade for Freedom, for educational programs on Satellite countries and communism.

Arlene Francis, editor-in-chief of NBC-TV's *Home* (Mon.-Fri., 11 a.m.-noon) named "Outstanding Woman Sales Personality of the Year" by Sales Executives Club of N. Y.

WABG Greenwood, Miss., cited by local Chamber of Commerce for tourist promotion.

Bert Parks, announcer-m.c., ABC-TV, received scroll from Md. State Traffic Commission for cooperation with National Safety Council.

Alex Dreier, NBC Chicago newscaster, recipient of merit award from Ill. State Office of Civil Defense for "outstanding contributions to civil defense in 1955."

Ronald James Rockwell, vice president in charge of engineering, Crosley Broadcasting Corp., Cincinnati, selected as "outstanding engineer of the metropolitan Cincinnati area for 1955" by Technical and Scientific Societies Council.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

WRCA-AM-TV New York cited by New York Fire Commissioner Edward F. Cavanagh in special departmental order honoring the stations for year-long efforts to reduce fires in area.

Mac McGuire, disc jockey, KYW Philadelphia, cited by Inter Urban League of Pa. for "promoting better human relations and good radio entertainment."

WPON Pontiac, Mich., awarded plaque for "outstanding service" to Navy recruiting by Detroit Navy Recruiting District.

Bill Stout, newscaster, KNXT (TV) Hollywood, only tv performer to appear among *Fortnight,* Magazine of the Pacific Coast, selection of West's "Top Performers of 1955." Mr. Stout also received Max M. Berick Award of B'nai B'rith Hollywood Lodge for "outstanding accomplishments" in human relations.

Zenith Radio Corp., Chicago, McDonald Awards to following company engineers: **Walter Kruk** and **Alex Gorbunoff,** for developing transoceanic receiver circuit change stressing stability and economy, and **Don Knight,** for electrostatic speaker utilized in company's high fidelity sets. Awards are named for Zenith president, Comdr. E. F. McDonald.

Charles G. Mortimer, president, General Foods Corp., and graduate of Stevens Institute of Technology, Hoboken, N. J., class of 1922, received that institution's honorary degree in mechanical engineering for "work to improve marketing methods in the package food field."

Dee Huddleston, manager, WIEL Elizabethtown, Ky., named Elizabethtown's Outstanding Young Man of 1955 by Junior Chamber of Commerce.

CBS Radio's *FBI In Peace and War* (Wed., 8:30-9 P.M. EST) designated by National Exchange Club to receive annual citation of merit for year-round campaigning in education to curb crime in U. S. Network also received award in 1955.

WAPI, WAFM (FM) and WABT (TV) Birmingham, Ala., presented Certificate of Merit by Anti-Tuberculosis Assn. of Jefferson County, Ala., for "effective" part in Christmas Seal campaign.

WCBS New York received two awards of special merit from New York Employing Printers Assn. at organization's 14th annual printing exhibition. Cited was high quality of station's printing, layout and design for brochure called "Quite a Guy," dealing with station personality Jack Sterling, and for subway poster promoting American Airlines' all-night program, *Music 'Til Dawn.*

WBCM Bay City, Mich., received Recognition & Appreciation Award for civic contribution from Bay City Junior Chamber of Commerce.

Philadelphia radio and tv stations honored by city council in resolution citing coverage of city inaugural. General Manager William B. Caskey of WPEN Philadelphia, president of Philadelphia Radio & Television Broadcasters Assn., accepted award.

Jonathan Karas' *Mobile* show on WCSH-TV Portland, Me., awarded Certificate of Proficiency in Information and Education by Civil Defense office for alerting and informing public about defense.

Howard Barlow, conductor, *Voice of Firestone* on ABC radio and tv, and **Firestone Tire & Rubber Co.,** Akron, Ohio received Ohio Governor's Award for "valuable contributions" to cultural and entertainment fields over past 28 years.

now being mailed

1956 BROADCASTING YEARBOOK MARKETBOOK

The 22nd consecutive edition of "Radio's One-Book Reference Library" will soon be ready for distribution. If you're not already a B•T subscriber, or if your subscription does not include the BROADCASTING Yearbook-Marketbook please check and mail this order form

BROADCASTING • TELECASTING
1735 DeSales Street, N.W., Washington 6, D. C.

Enter my subscription to include the 1956 BROADCASTING Yearbook-Marketbook—$9.00 ☐

Adjust my subscription to include the 1956 BROADCASTING Yearbook-Marketbook—$2.00 ☐

Please send me ☐ copies of 1956 BROADCASTING Yearbook-Marketbook @ $3.00

name position/title

company

street

city zone state

HOW THE TV'S WILL SUPPORT A CLIENT'S PRODUCT

K&E SURVEYS EXTENT OF MERCHANDISING & PROMOTION AID

TELEVISION STATIONS currently are offering their advertisers a multiplicity of merchandising and promotional services rather than only a few, according to a survey just completed by Kenyon & Eckhardt Inc., New York.

The survey, which the agency has conducted annually for the past three years, gives detailed information on trade calls, trade mailings, advertising support, and on-the-air support as reported by 232 stations responding to questionnaires.

According to findings, on-the-air support for a client's program and/or product is offered by 100% of the tv stations answering the survey. Trade mailings are made by 99% of the stations, and trade calls and other advertising support each are being offered by 96%.

As a sidelight, stations were asked what proportion of their gross annual revenue had been spent on merchandising and promotion for network and local advertisers. The 70 stations responding to this question reported an average (median) of 2% of annual revenue was spent on support for network advertisers and 2% for local advertisers.

Complete results of the K&E survey show all the merchandising services made available to their clients by each of the 232 stations participating. Information on whether a minimum purchase of air time is required or whether a charge is made for these services also is reported.

The idea of preparing a full-scale study of station merchandising services was first proposed in the spring of 1953 by Hal Davis, vice president and director of promotion at Kenyon & Eckhardt. Arrangements were made with B•T for publication of the results. Radio results were printed in a supplement Nov. 30, 1953, with tv results in the 1953-54 TELECASTING YEARBOOK-MARKETBOOK. The 1954 survey results were printed in the 1954-55 TELECASTING YEARBOOK-MARKETBOOK and 1955 BROADCASTING YEARBOOK-MARKETBOOK.

The questionnaire was prepared by the Kenyon & Eckhardt research department, under the supervision of G. Maxwell Ule, vice president in charge of research.

Listed by Mr. Ule as among the more significant findings of the survey are the following two points:

1. Each type of service was offered by nearly the same per cent of responding stations in 1954 and 1955 except for on-the-air support, which has been offered by a steadily increasing proportion of stations from 1953 to 1955.
2. Of the stations which offer each type of service, there has been a general increase from 1954 to 1955 in the per cent requiring a minimum purchase of air time for the service.

Below at right is a detailed summary of the survey's findings for all stations reporting.

Below at left is a comparison of the per cent of responding stations which offered each type of service in 1953, 1954, and 1955. Some types of service have been omitted or combined to make the data comparable from year to year. Station-by-station responses to the latest survey are listed beginning on page 98.

1953-55 Summary of Merchandising & Promotional Services

	Per Cent of Responding Stations in 1955, 1954, and 1953 That Offer Some Service		
	1955 (232)*	1954 (275)*	1953 (138)*
TRADE CALLS	96%	95%	93%
Solicit and/or place displays	91	92	84
Solicit tie-in advertising	77	82	72
Store checks	78	79	67
TRADE MAILINGS	99	98	94
Letter, post card and/or broadside	98	97	89
Merchandising bulletins	55	51	64
ADVERTISING SUPPORT	96	96	91
Newspaper tie-in ads	86	87	85
Lobby windows	54	55	64
Billboards	20	17	20
Car cards	32	32	30
ON-THE-AIR SUPPORT	100	99	92
Demonstrations	60	54	37
Give away prizes	71	63	62
Product mentions	62	56	50
Tune-in announcements	98	96	88
Client participation in special program	54	53	49
OTHER SUPPORT	—	—	—
Aid client representative in product distribution	88	87	78
Merchandising plan offering preferred displays	34	30	41

* The 100% bases include stations that did not respond to some questions.

Tv Station Merchandising—1955 Promotion Summary

	* % of Responding Stations That offer Some Service (232)	% of Stations offering Service for Which a Minimum Purchase of Air Time Is Required	% of Stations Offering Service That Charge for This Service
TRADE CALLS	96%	—	—
Solicit and/or place displays	91	46%	18%
Solicit tie-in advertising	77	42	9
Store checks	78	44	10
TRADE MAILINGS	99	—	—
Letter, post card, or broadside	98	52	25
Merchandising bulletin	55	44	11
Imprint name on client supplied mailing piece	91	46	19
ADVERTISING SUPPORT	96	—	—
Newspaper tune-in ads	86	50	10
Station prepared store displays	65	56	17
Lobby windows	54	47	6
Billboards	20	61	17
Car cards	32	56	17
ON-THE-AIR SUPPORT	100	—	—
Demonstrations	60	41	5
Give away prizes	71	42	6
Product mentions	62	41	4
Tune-in announcements	98	34	4
Client participation in special program	54	26	6
OTHER SUPPORT	—	—	—
Aid client representative in product distribution	88	31	3
Merchandising plan offering preferred displays	34	62	6

* The 100% base includes stations that did not respond to some questions.

KWFT-TV is now

KSYD-TV

CHANNEL 6

CBS TELEVISION

100,000 WATTS

MAXIMUM POWER—WITH COLOR

In Wichita Falls, Texas Your Best TV Advertising Buy Is KSYD-TV

HERE IS PROOF POSITIVE!

Figures Just Released

Pulse dated Dec. 1-Dec. 7, 1955 Proves Audience Preferences in the Metropolitan Wichita Falls Area to be:

ONCE A WEEK SHOWS

1. $64,000 Question (CBS) **KSYD-TV**
2. Ed Sullivan (CBS) **KSYD-TV**
3. I Love Lucy (CBS) **KSYD-TV**
4. December Bride (CBS) **KSYD-TV**
5. Jack Benny (CBS) **KSYD-TV**

Big 5 of the Top 5 All on KSYD-TV

MULTI-WEEKLY SHOWS

1. Patti Page **KSYD-TV**
2. Looney Tunes **KSYD-TV**
3. 10 p. m. News & Weather **KSYD-TV**
4. 5:45 p. m. News & Weather **KSYD-TV**
5. **Station B**

4 of the Top 5 on KSYD-TV

HOAG-BLAIR COMPANY
Nat'l Sales Representatives

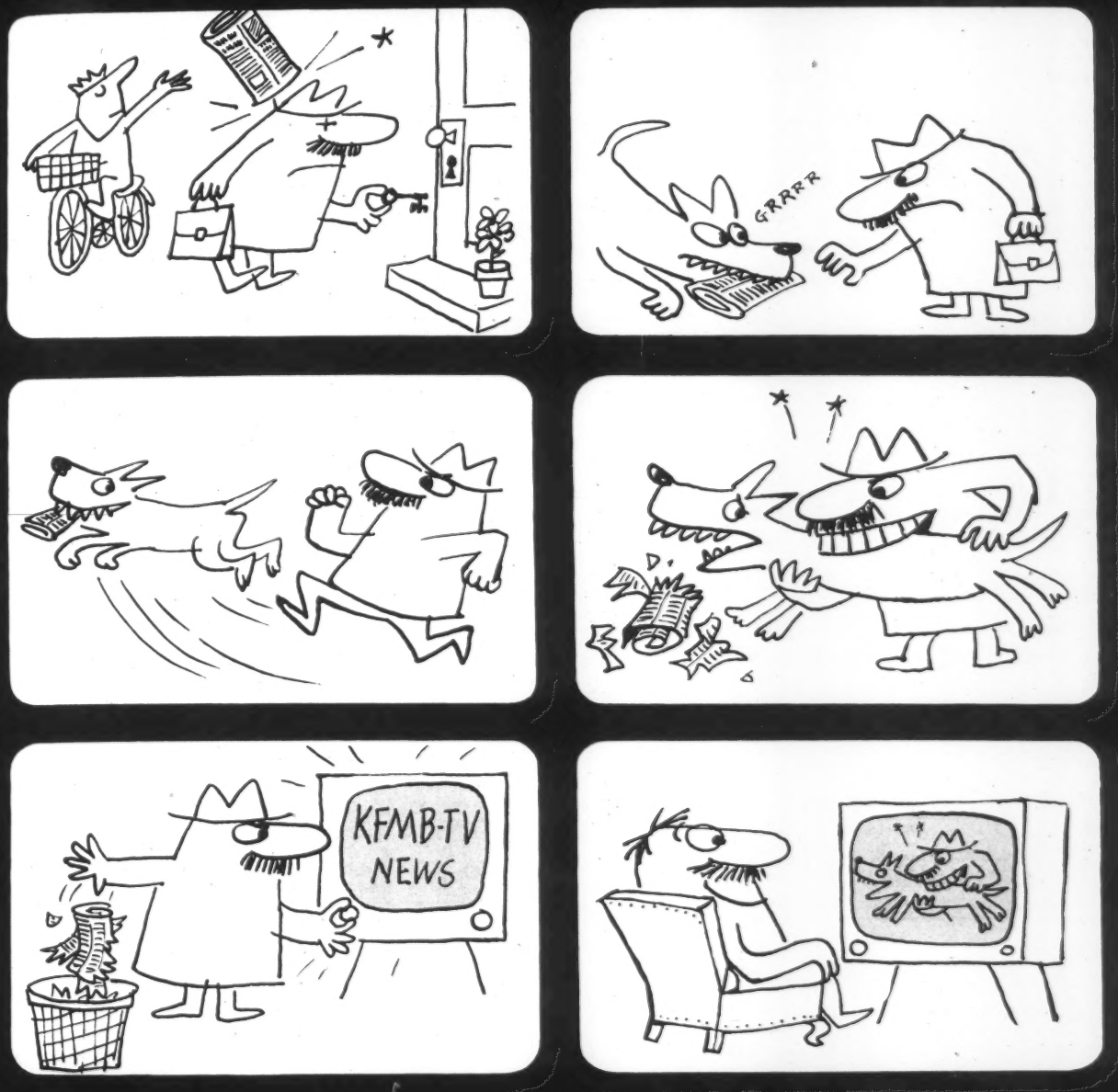
KSYD-TV

Wichita Falls, Texas
CHANNEL 6

SYD GRAYSON,
General Manager

LEGEND Y Minimum Amount of Time Required N No Minimum Time Required O Service Offered Details Not Reported $ Charge for Service X No Charge for Service .. Indicates Service Not Offered Executive to be contacted listed after Call Letters	TRADE CALLS			TRADE MAILINGS			ADVERTISING SUPPORT						ON THE AIR SUPPORT					OTHER SUPPO	
	Solicit and/or Place Displays	Solicit Tie-In Advertising	Store Checks	Letter, Post Card or Broadside	Merchandising Bulletin	Will Imprint Name on Client-Supplied Mailing Pieces	Newspaper Tune-in Ads	Station Prepared Store Displays	Lobby Windows	Bill-boards	Car Cards	Other	Demonstrations	Giveaway Prizes	Product Mentions	Tune-In Announcements	Client Participation	Ail Client Representative in Product Distribution	Merchandising
ALABAMA																			
Birmingham, WABT **Charles F. Grisham**	YS	YS	YS	YS	YS	YS	YS	YS	YS	..	..	..	..	YS	YS	YS	..	YS	Y
Birmingham, WBRC-TV **J. Robert Kerns**	YS	YS	NX	YS	NX	NX	YX	YS	NX	..	YS	..	NX	NX	NX	NX	..	NX	Y
Decatur, WMSL-TV **Frank Whisenant**	YO	YO	YO	YO	..	YO	YO	YO	..	..	YO	..	YO	YO	YO	YO	YO	YO	..
Montgomery, WSFA-TV **Hoyt Andres**	YX	YX	YX	YX	YX	YX	YX	..	YX	..	..	..	..	..	..	YX	YX	YX	..
ARIZONA																			
Phoenix, KPHO-TV **Richard Rawls**	NX	NX	NX	NS	NX	YS	YS	YS	YX	YS	YS	..	YX	NX	YX	YO	NX	NX	..
Phoenix, KTVK **Roger Oliver Van Duzer**	NX	NX	NX	NX	NX	..	NX	NX	NX	..	..	..	..	NX	NX	NX	NX	NX	..
Tucson, KOPO-TV **E. S. Mittendorf**	YS	YS	YS	YS	YS	YS	YS	..	YS	..	..	..	OO	OO	OO	OO	..	OO	..
ARKANSAS																			
Fort Smith, KFSA-TV **H. Weldon Stamps**	NX	NX	NX	NX	NO	NX	NX	..	..	..	..	..	..	NX	NX	NX	NX	NX	..
Little Rock, KARK-TV **Thomas K. Barton**	NX	NX	NX	NX	..	NX	NX	NX	NX	..	NX	..	NX	NX	NX	NX	NX	NX	..
Pine Bluff, KATV **John H. Fugate**	NX	NX	NX	NX	NX	NX	NX	..	NX	..	NX	..	NX	NX	NX	NX	NX	NX	N
CALIFORNIA																			
Bakersfield, KBAK-TV **Al H. Constant**	YX	..	YX	YX	..	YX	YX	..	..	..	..	..	..	YX	..	YX	..	YX	..
Chico, KHSL-TV **M. F. Woodling**	NX	NX	NX	YX	YX	YX	YX	YX	YX	..	..	..	YX	YX	YX	OX	OO	NX	Y
Fresno, KJEO-TV **Joseph Carr Drilling**	NX	..	YX	YS	YX	YS	YX	..	..	..	..	..	NX	NX	..	YX	..	NX	..
Los Angeles, KABC-TV **Selig J. Seligman**	YX	YX	YX	YX	..	YX	YX	..	..	YX	..	..	..	YX	..	YX	YX	YX	Y
Los Angeles, KCOP **Jack Heintz**	YS	YX	..	..	..	..	YX	YX	..	YX	YX	..	..	..	..	YX	..	NX	Y
Los Angeles, KHJ-TV **John Reynolds**	..	YX	..	YX	YX	YX	YX	YX	..	..	..	..	YX	YX	YX	YX	..	..	..
Los Angeles, KNXT **James T. Aubrey**	..	..	..	YX	..	YX	YX	..	..	YX	YX	..	YX	YX	YX	YX	NX	..	..
Los Angeles, KRCA **Thomas C. McCray**	YX	YX	YX	YX	YX	YX	YX	YX	..	..	YX	..	NX	NX	NX	OO	OO	NX	Y
Sacramento, KCCC-TV **Ashley L. Robison**	YX	YX	..	YX	..	NX	YX	NX	..	YX	YX	..	YX	YX	YX	YX	OO	YX	Y
Sacramento, KCRA-TV **Frank Devaney**	NX	NX	NX	NS	NS	NX	NX	NX	NX	NX	..	..	YS	YX	..	YX	..	NX	..
Salinas (Monterey), KSBW-TV **Francis Conrad**	YX	YX	YS	YS	YS	YX	YS	YS	YX	YS	YS	..	YX	YX	YX	YX	YX	YO	..
San Diego, KFMB-TV **George Whitney**	NX	NX	..	YX	YX	YX	..	YX	YX	YX	..	..	YX	YX	YX	NX	..	NX	..
San Diego, XETV **Julian M. Kaufman**	NS	NX	NX	NS	NX	..	NX	NS	..	..	..	..	YX	NS	NX	NX	NS	NX	..
San Francisco, KGO-TV **James H. Connolly**	NX	NX	NS	NS	..	NS	NX	NS	..	..	..	..	..	OO	..	NX	NX	NX	..
San Francisco, KRON-TV **Harold P. See**	NX	NX	..	YX	NX	YX	NX	..	..	..	..	..	..	OO	..	NX	OO	NX	..
Santa Barbara, KEYT **Colin M. Selph**	NX	NX	NX	NX	NX	NX	YX	YX	..	..	..	..	NX	NX	NX	NX	NX	NX	N
COLORADO																			
Colorado Springs, KKTV **James D. Russell**	NX	NX	YO	NX	NX	YX	YX	YX	YX	..	..	..	YX	YX	YX	NX	NX	YX	..
Denver, KBTV **Joseph Herold**	NX	..	..	NX	NX	NX	NX	NX	NX	..	NX	..	..	..	..	NX	..	NX	
Denver, KLZ-TV **Phil Hoffman**	YO	YO	YO	YX	YX	YX	OX	..	OX	..	..	..	OX	..	OX	OX	..	OX	..
Denver, KOA-TV **Don Seale**	YX	NX	NX	NX	NX	NX	YX	YX	NX	..	..	..	YX	YX	..	YX	..	NX	..
Grand Junction, KFXJ-TV **J. L. Robinson**	YX	NX	..	YS	..	YS	YX	YX	..	..	..	..	NX	NX	NX	YX	YX	YX	Y
Pueblo, KCSJ-TV **Robert B. Murray**	YX	YX	YX	YX	..	YX	YX	YX	..	..	YX	..	NX	..	NX	NX	YX	..	..

In newsy San Diego it's all on Channel 8!



On Channel 8, San Diego gets all the news all the time.

With ratings as high as 33.8° on locally produced news programs.

San Diego has more people making more news and watching more news on Channel 8 than ever before.

°*San Diego Nielson TV report, January, 1956*

KFMB 8 (ABC CBS) **TV**

WRATHER-ALVAREZ BROADCASTING, INC. SAN DIEGO, CALIF.

REPRESENTED BY PETRY

America's more market

LEGEND Y Minimum Amount of Time Required N No Minimum Time Required O Service Offered Details Not Reported $ Charge for Service X No Charge for Service .. Indicates Service Not Offered Executive to be contacted listed after Call Letters	TRADE CALLS			TRADE MAILINGS			ADVERTISING SUPPORT						ON THE AIR SUPPORT					OTHER SUPPORT	
	Solicit and/or Place Displays	Solicit Tie-In Advertising	Store Checks	Letter, Post Card or Broadside	Merchandising Bulletin	Will Imprint Name on Client-Supplied Mailing Pieces	Newspaper Tune-in Ads	Station Prepared Store Displays	Lobby Windows	Billboards	Car-cards	Other	Demonstrations	Giveaway Prizes	Product Mentions	Tune-in Announcements	Client Participation	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
CONNECTICUT																			
Hartford, WGTH-TV **Alex Campbell**	YS	YX	NX	YS	YS	YS	YX	YX	YX	..	..	..	..	..	YX	NX	YX	NX	..
New Britain (Hartford), WKNB-TV **Peter Bennett Kenney**	NX	NX	NX	NS	..	NX	NX	NS	NX	..	..	..	NX	NX	NX	NX	NX	NX	..
New Haven, WNHC-TV **Edward C. Obrist**	YX	YX	YX	YX	..	YX	YX	..	YX	..	YX	..	YX	YX	NX	YX	NX	NS	YX
DISTRICT OF COLUMBIA																			
Washington, WMAL-TV **Frederick S. Houwink**	NX	NX	NX	NX	..	NX	NX	YX	YX	YS	..	..	NX	NX	NX	NX	..	NX	YX
Washington, WRC-TV **Carleton D. Smith**	NX	..	YO	NS	NX	NX	NO	YO	..	YO	..	..	..	NX	NX	NX	NX	YX	..
Washington, WTOP-TV **George F. Hartford**	NX	..	YX	YX	..	NX	NX	..	NO	..	..	..	NX	..	..	NX	..	NX	..
Washington, WTTG **Leslie G. Arries Jr.**	YX	YX	YX	YX	YX	YX	YX	YX	YX	..	..	..	YX	YX	YX	YX	..	YX	..
FLORIDA																			
Miami, WGBS-TV **Francis J. Riordan**	NX	NX	NX	NX	..	NX	NX	NX	..	..	NX	..	NX	NX	NX	NX	..	NX	NX
Panama City, WJDM-TV **Harry C. Babb**	YX	YX	NX	NX	NX	NX	..	...	..	NX	..	..	..	..	NX	NX	NX	..	..
Tampa, WFLA-TV **George W. Harvey**	YX	..	YX	YX	YX	YX	YX	YX	..	..	..	..	..	YX	YX	NX	..	YO	..
West Palm Beach, WIRK-TV **Joseph S. Field Jr.**	NX	NX	NX	NX	NX	NX	NS	NS	NS	NS	NS	..	NX	NX	NX	NX	NX	NX	NX
West Palm Beach, WJNO-TV **Theodore A. Eiland**	NX	..	NX	NX	..	..	YX	..	..	..	..	..	..	NX	..	..	..	NX	..
GEORGIA																			
Atlanta, WLWA **Harry A. Le Bron**	NX	NX	NX	NO	..	NO	..	NS	NX	..	NX	..	NO	NX	..	NX	OO	NX	NX
Atlanta, WSB-TV **Marcus Bartlett**	YS	YS	YS	YS	YS	YS	YS	YS	..	..	..	..	..	YS	..	YS	..	YS	..
Augusta, WJBF-TV **Donald M. Kelly Jr.**	YX	YX	YX	YX	..	YX	YX	YX	YX	YX	YX	..	YX	..	OO	YX	NX	NO	YS
Columbus, WDAK-TV **Eldred Forrester MacLeod**	NX	..	NX	NS	..	NX	NX	NX	NX	..	..	..	NX	NX	NX	NX	..	NX	..
Columbus, WRBL-TV **Ridley Bell**	YX	YX	YX	YX	..	YX	YX	YX	YX	YX	..	..	YX	YX	YX	NX	..	YX	..
Rome, WROM-TV **Edward Nixon McKay**	NX	NX	NX	YX	..	YX	NX	..	..	YX	..	..	NX	NX	NX	NX	NX	NX	..
Savannah, WTOC-TV **William T. Knight Jr.**	NX	NX	..	NX	NX	NX	NX	..	NX	..	NX	..	..	..	NX	NX	..	NX	..

Aggressive Program Promotion

builds audiences that build sales for you

AUDIENCES PREFER

Channel 4 WRBL-TV

CBS ABC

COLUMBUS, GEORGIA

Proven by Area Telepulse*

SHARE OF AUDIENCE:

DAYTIME

WRBL-TV—64
Station B—27
Misc.—9

NIGHTTIME

WRBL-TV—62
Station B—27
Misc.—11

* *November 1955*

The top 48 weekly and multiweekly shows are on WRBL-TV.

All but 2 of the top 372 competitive quarter hours are on WRBL-TV.

DAYTIME TV

DIGEST

What's Your Answer

CLUB 30

IS BIG TIME

SPORTS DIGEST

CONN. REPORT

NEWS at SIX

ON WKNB-TV

BAR 30

The WEATHERVANE

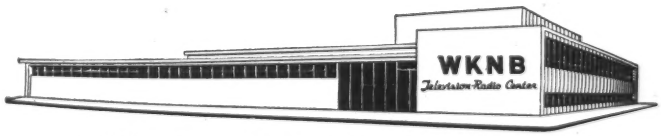
BIRTHDAY PARTY

HARTFORD County

The "customer is always right"—that's uppermost in all of WKNB-TV's program planning. We think the viewers of Channel 30 are the *world's nicest people* and we cater to them.

Yes, viewers like *us* too. You should *see* the thousands of letters we get from men, women and children. You should see the fascinating programs built around more than 200 women's and men's service clubs. You should *see* the thousands of children who participate in the several types of programs designed for children of all ages—from pre-kindergarten to teenagers. You should *see* the thousands of people who visit our studios (more than 90,000 last year). You should *hear* what they say about WKNB-TV, Connecticut's leadership station.

Our own programs, plus all the NBC shows make a *powerful* and *convincing* sales vehicle. If you want *productive advertising coverage* at low cost—WKNB-TV is one of America's great TV buys.



STUDIOS AND OFFICES • WEST HARTFORD, CONN.

WKNB-TV

Basic NBC

channel 30

LEGEND Y Minimum Amount of Time Required N No Minimum Time Required O Service Offered Details Not Reported $ Charge for Service X No Charge for Service .. Indicates Service Not Offered Executive to be contacted listed after Call Letters	TRADE CALLS			TRADE MAILINGS			ADVERTISING SUPPORT						ON THE AIR SUPPORT					OTHER SUPPORT	
	Solicit and/or Place Displays	Solicit Tie-In Advertising	Store Checks	Letter, Post Card or Broadside	Merchandising Bulletin	Will Imprint Name on Client-Supplied Mailing Pieces	Newspaper Tune-in Ads	Station Prepared Store Displays	Lobby Windows	Billboards	Car-cards	Other	Demonstrations	Giveaway Prizes	Product Mentions	Tune-in Announcements	Client Participation	Air Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
IDAHO																			
Idaho Falls, KID-TV **C. N. Layne**	NX	N$	NX	NX	NX	..	NX	..	..	..	..	..	..	..	..	NX	N$	NX	..
Twin Falls, KLIX-TV **Frank C. McIntyre**	YX	..	OO	YX	..	..	..	OO	OO	..	..	..	..	YX	..	YO	..	YO	..
ILLINOIS																			
Champaign, WCIA-TV **August C. Meyer**	YX	YX	YX	YX	..	..	..	..	..	..	..	..	YX	YX	YX	YX	YX	YX	..
Chicago, WBBM-TV **H. Leslie Atlass**	..	..	..	Y$	YX	Y$	YX	..	..	..	..	..	..	..	..	NX	..	NX	..
Chicago, WGN-TV **Frank P. Schreiber**	..	..	YX	Y$	Y$	Y$	NX	..	YX	..	..	..	..	..	..	NX	..	NX	YX
Decatur, WTVP **Shaun F. Murphy**	YX	YX	..	YX	YX	YX	YX	YX	YX	..	..	..	YX	YX	YX	YX	YX	YX	..
Peoria, WTVH **Edward G. Smith**	NX	NX	NX	NX	NX	NX	NX	NX	..	..	OX	..	NX	NX	NX	NX	NX	NX	..
Quincy (Hannibal, Mo.), WGEM-TV **Joseph S. Bonansinga**	YX	YX	YX	YX	YX	YX	NX	NX	NX	NX	..	..	..	..	..	NX	YX	NX	..
Rockford, WREX-TV **Joseph Michael Baisch**	YX	YX	YX	YX	YX	NX	YX	YX	YX	..	.	..	YX	YX	YX	YX	YX	YX	..
Rockford, WTVO **Harold Froelich**	NX	NX	NX	NX	NX	..	NX	NX	NX	..	..	..	..	NX	..	NX	NX	NX	..
Rock Island (Davenport, Moline), WHBF-TV **Leslie C. Johnson**	NX	NX	NX	NX	NX	NX	NX	..	NX	..	..	..	..	NX	..	NX	..	NX	..
Springfield, WICS **Milton D. Friedland**	Y$	YX	Y$	YX	YX	YX	NX	..	..	..	..	..	YX	NX	NX	NX	NX	YX	..
INDIANA																			
Bloomington (Indianapolis Area), WTTV **Robert W. Lemon**	YX	NX	YX	Y$	NX	NX	YX	Y$	YX	..	YX	..	YX	NX	YX	NX	..	YX	YX
Evansville, WFIE **Ted M. Nelson**	NX	NX	NX	NX	NX	NX	YO	NO	NO	..	..	..	NX	NX	NX	NX	NX	NX	NX

TELECASTERS: CUT PRODUCTION COSTS

With the New DAGE Model 320A Camera

FOR USE IN: STUDIO • REMOTE TELECASTING • FILM PICKUP • KINESCOPING PROGRAMS

Enjoy greater handling ease and high telecasting quality without the need for extensive operator training and experience. The Dage Model 320A Vidicon Camera is a greatly improved version of the Model 300D camera which has been widely used for studio, remote and film pickups.

- Sweep failure protection for Vidicon pickup tube.
- Removable Electronic Viewfinder. 5" tube. White phosphor.
- 8 MC bandwidth with adjustable phase and aperture correction and adjustable peaking coils.
- Overscan switch.
- Switch-selected control of electrical focus at either camera or control unit.
- Four-lens turret operated from rear of camera.
- Relay operated tally lights in hood and end panels.
- Camera control consoles include 10" aluminized picture tube and 5" waveform monitor. Built-in target calibration, regulated kinescope high voltage supply.

EXCLUSIVE NEW DAGE master monitor Model 635A includes 10" aluminized picture tube with inter-laced pulse-cross display, 5" wave form monitor, built-in calibration pulse for level adjustments.

Dage produces complete studio, pickup, switching and distribution equipment.

DAGE TELEVISION DIVISION
Michigan City, Indiana
In Canada, distributed by: Rogers Majestic Electronics, Ltd., Toronto

A Thompson Product

Thomas Kearns, Traffic Manager for Garrett Corp.'s AiResearch Div., in high-altitude lab. He tells

"How we cool off a hot pilot!"

"Above the speed of sound, air friction heats up the metal skin of the newest jets to several hundred degrees. *How do you keep the pilot cool?*

"AiResearch's answer: a refrigeration system including this miraculous 2-lb. turbine. Turning at 100,000 rpm's, it cools the air entering the cabin to 40° in 2/10 of a second!

"The extreme precision required in manufacturing such devices takes time. Yet, military contract schedules call for speed. Deliveries naturally have to be fast and sure – to plane companies located all over the country.

"How can we do it? By Air Express!

"Air Express proves its worth to us dozens of times a day, both incoming and outgoing. We literally could not maintain our schedules without it.

"Yet on most of those shipments, *Air Express saves us money.* A 10-lb. shipment from Los Angeles to Kansas City, for instance, costs $6.34. That's 17¢ less than the next lowest priced air service!"

AIR EXPRESS **Air Express**

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* **RAILWAY EXPRESS AGENCY**

LEGEND	TRADE CALLS			TRADE MAILINGS			ADVERTISING SUPPORT						ON THE AIR SUPPORT					OTHER SUPPORT	
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INDIANA—(continued)																			
Fort Wayne, WKJG-TV **Edward G. Thoms**	YX	..	..	YX	..	YX	YO	YX	..	..	YX	..	..	YX	..	YX	YX	..	..
Indianapolis, WFBM-TV **William F. Kiley**	YX	YX	YX	YX	YX	YX	YX	YX	..	..	YX	..	YX	YX	YX	NX	YX	YX	..
Indianapolis, WISH-TV **Robert B. McConnell**	YX	..	YO	YX	..	YX	YX	YX	YX	YX	..	..	..	YX	..	YX	..	YX	..
Muncie, WLBC-TV **Don Burton**	N$	N$	N$	Y$	YX	NO	NX	NX	NX	..	..	..	NX	OO	NX	NX	NX	NX	..
Terre Haute, WTHI-TV **Joseph Michael Higgins**	N$	N$	N$	N$	..	N$	YX	OX	OX	OX	..	..	NX	NX	NX	NX	..	OO	..
IOWA																			
Ames, WOI-TV **Richard B. Hull**	YX	..	..	YX	YO	YO	..	..	..	..	..	..	NX	..	..	NX	..	YX	..
Cedar Rapids, WMT-TV **William B. Quarton**	YX	YX	YX	Y$	Y$	YX	YX	Y$	YX	..	YX	..	YX	YX	YX	YX	..	YX	..
Fort Dodge, KQTV **Edward Breen**	YX	NX	NX	NX	..	NX	NX	NX	NX	..	..	..	..	..	..	NX	NX	NX	..
Mason City, KGLO-TV **Herbert R. Ohrt**	N$	NX	N$	N$	N$	N$	YX	Y$	YX	N$	N$	..	N$	NX	N$	YX	NX	YX	..
Sioux City, KVTV **Robert R. Tincher**	NX	NX	..	NX	NX	NX	NX	NX	NX	..	..	..	NX	NX	NX	NX	OO	NX	NX
Waterloo, KWWL-TV **Ralph James McElroy**	NX	NX	NX	NX	NX	NX	NX	NX	..	..	..	..	NX	NX	NX	NX	NX	NX	NX
KANSAS																			
Great Bend, KCKT **Less Ware**	NX	NX	NX	NX	NX	NX	NX	NX	NX	..	..	..	..	..	..	NX	NX	NX	NX
Pittsburg (Joplin, Mo.), KOAM-TV **Ralph Eugene Wade**	YX	YX	YX	YX	..	YX	YX	..	..	..	..	..	..	..	..	YX	..	YX	..
Topeka, WIBW-TV **Ben Ludy**	NX	..	NX	NX	NX	NX	NX	NX	..	..	..	..	NX	NX	NX	NX	NX	NX	..

Come now!

38 out of the first 40 top shows in Fort Wayne?

YES!! AND MORE

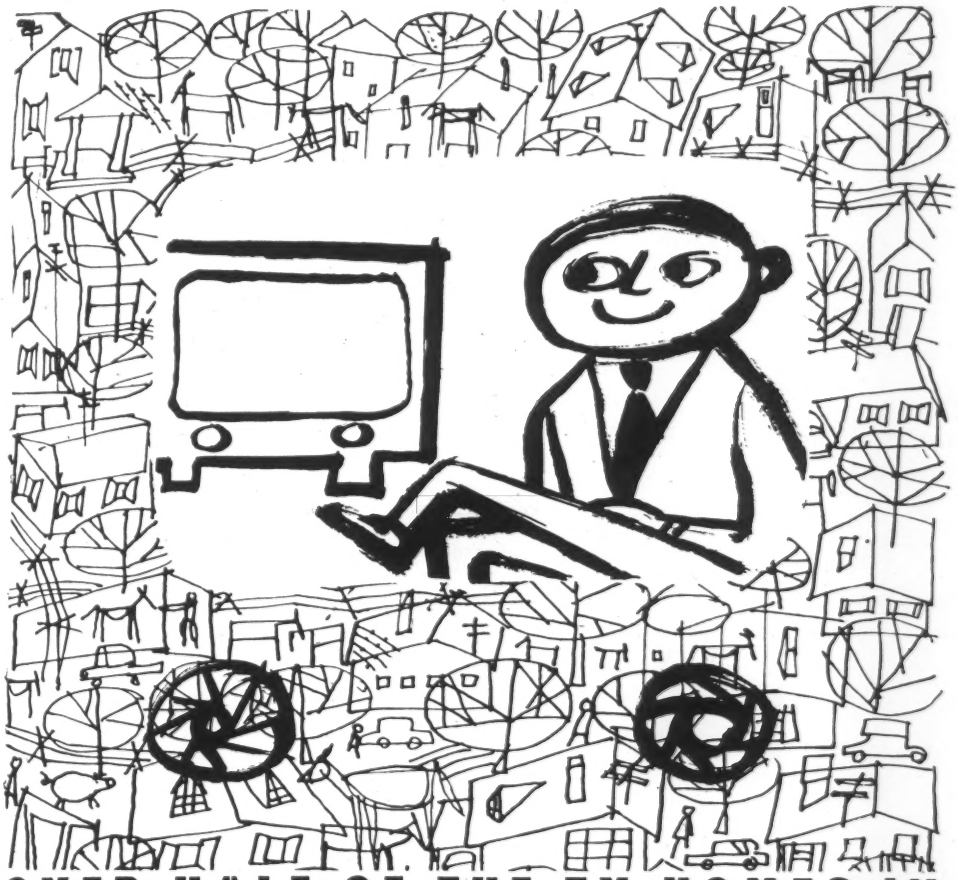
22 of 25 TOP-RATED SPOT FILM SHOWS
19 of 20 TOP-RATED MULTI-WEEKLY SHOWS *

IN THE FORT WAYNE AREA ARE SEEN ON
WKJG-TV..... CHANNEL 33

NBC Affiliate

We're used to the "Raised eyebrow treatment" but . . .
It doesn't bother us a bit when we can present Figures like these
* Taken from the ARB Survey for November 13-19, 1955

CALL US OR CALL RAYMER TODAY TO GET YOUR SHARE OF THIS TREMENDOUS SALES POTENTIAL



OVER HALF OF THE TV HOMES IN INDIANA

are
in the
area served by
WFBM-TV

TV Homes state-wide: 1,165,801
TV Homes WFBM-TV-wide: 664,507

NBC

WFBM-TV INDIANAPOLIS
Represented Nationally by the Katz Agency
Affiliated with WFBM-Radio; WOOD AM & TV, Grand Rapids; WFDF, Flint; WTCN, WTCN-TV, Minneapolis, St. Paul

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KENTUCKY																			
Henderson (Evansville, Ind.), WEHT **Cecil M. Sansbury**	NX	NX	NX	N$	..	NX	..	NX	NX	..	..	..	NX	NX	NX	NX	..	NX	..
LOUISIANA																			
Alexandria, KALB-TV **Willard L. Cobb**	YX	YX	YX	YX	YX	YX	..	..	YX	..	..	..	..	..	..	N$	..	..	..
Lafayette, KLFY-TV **William A. Patton**	NX	..	YX	YX	..	N$	YX	YX	..	YX	YX	..	..	YX	..	NX	..	NX	..
Lake Charles, KPLC-TV **David Wilson**	YX	YX	YX	YX	..	YX	YX	YX	YX	..	..	..	..	..	..	YX	..	YX	..
Lake Charles, KTAG **William F. Hession**	YX	YX	YX	YX	..	NX	YX	YX	..	YX	..	..	..	..	NX	NX	NX	NX	..
Monroe, KNOE-TV **Paul H. Goldman**	YX	YX	YX	..	YX	..	..	YO	..	..	YX	..	..	..	..	YX	YX	YX	..
New Orleans, WDSU-TV **Robert D. Swezey**	..	YX	NX	NX	NX	NX	NX	NX	NX	..	..	..	NX	NX	NX	NX	NX	NX	YX
MAINE																			
Bangor, WABI-TV **Leon P. Gorman**	N$	..	..	NX	NX	NX	..	NX	NX	..	..	..	NX	NX	..	NX	NX	NX	..
Poland Spring, WMTW **John Hughes Norton Jr.**	NX	..	..	NX	NX	NX	NX	NX	..	..	NX	..	..	..	..	NX	NX	NX	..
Portland, WCSH-TV **Jack S. Atwood**	NX	..	..	YX	..	YX	YX	..	..	..	..	..	..	..	..	NX	..	YX	..
MARYLAND																			
Baltimore, WMAR-TV **Ewell K. Jett**	..	..	..	NX	..	NX	NX	..	..	..	..	..	..	..	..	NX	..	NX	..

use this one-two punch to ring up extra sales

NO. 1 WAFB-TV has overwhelming viewer preference in Louisiana's State Capital. According to latest Telepulse, WAFB-TV has a leadership of nearly five to one, is first in 347 quarter hours to 78 for station B.

NO. 2 Within last few months, WAFB-TV has won, (a) first place in nation-wide "Lucy Show" contest with a double award for a special merchandising job, (b) first place in national Screen Gems, Inc. contest on program promotion, (c) one of first four places in "Frank Leahy and His Football Forecasts" promotion.

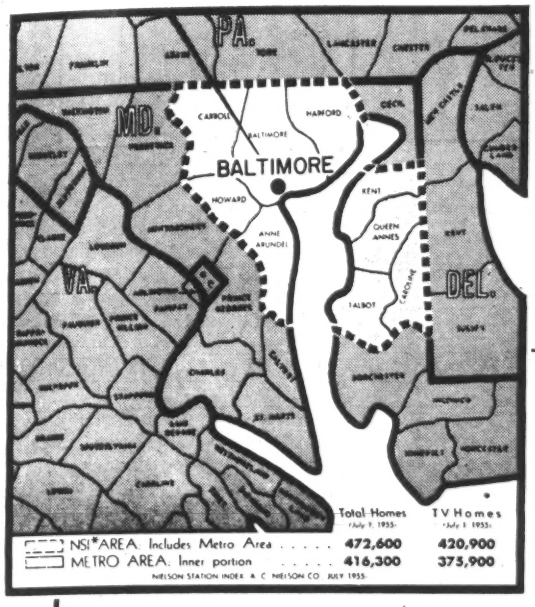
WAFB-TV

200,000 watts CBS-ABC

affiliated with WAFB-AM

First in TV in Baton Rouge

Call . . . Write . . . or . . . Wire
National Representative—Young Television Corp.
South & Southwest—Clarke Brown Co.



IN MARYLAND MOST PEOPLE WATCH WMAR-TV

Four week cumulative audience figures based on the number of *different homes* viewing one or more quarter-hour telecasts during an interval of eight weeks show that WMAR-TV leads the field. The total number of *different homes* includes cumulative audience beyond, as well as within, the NSI area. (See map.)

PROGRAMS REACHING 300,000 OR MORE DIFFERENT HOMES

6:00 P.M. TO MIDNIGHT . . . SUNDAY THROUGH SATURDAY

WMAR-TV		Number of Different Homes*	
1.	I Love Lucy	455,600	
2.	Talent Scouts	436,200	
3.	December Bride	416,900	
4.	Burns and Allen	408,300	
5.	Red Skelton Show	378,600	
6.	I've Got A Secret	365,100	
7.		363,800	Station B
8.	Meet Millie	359,300	
9.	$64,000 Question	353,000	
10.	Alfred Hitchcock Presents	350,600	
11.	Ed Sullivan Show	349,400	
12.	Robin Hood	346,000	
13.	GE Theater	345,300	
14.	Two For The Money	344,700	
15.	Studio One	343,100	
16.		337,700	Station B
17.	Godfrey And Friends	328,300	
18.	Pvt. Secretary—Jack Benny	327,600	
19.	Gunsmoke	326,200	
20.		317,300	Station B
21.		310,800	Station B
22.	Jackie Gleason	308,600	
23.	Millionaire	305,900	
24.	Climax!	304,900	
25.		304,100	Station C
26.		301,300	Station B
27.	Bob Cummings Show	300,300	
28.	Premium Playhouse	299,700	
29.	Gene Autry	297,500	
30.	Beat The Clock	297,100	

*In each case figure represents highest quarter-hour. Source: Nielsen Station Index TV Report, December, 1955

CBS TELEVISION

In Maryland Most People Watch **WMAR-TV**

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

LEGEND
Y Minimum Amount of Time Required
N No Minimum Time Required
O Service Offered Details Not Reported
$ Charge for Service
X No Charge for Service
.. Indicates Service Not Offered
Executive to be contacted listed after Call Letters

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MASSACHUSETTS																			
Boston, WBZ-TV **W. C. Swartley**	NX	NX	..	NX	..	NX	NX	..	NX	..	..	..	..	..	..	NX	..	NX	..
Cambridge (Boston), WTAO-TV **Wallace Brown Dunlap**	YX	YX	..	YS	YX	YS	..	..	..	..	OO	..	NX	NX	NX	NX	NX	YX	..
Springfield, WHYN-TV **John Parsons**	YX	YS	YX	YS	..	YS	NX	..	NX	..	..	..	NX	NX	NX	YX	..	NX	YX
Worcester, WWOR-TV **Ansel E. Gridley**	YX	YX	YX	YX	YX	YX	YX	YX	YX	YX	YX	..	YX	YX	YX	YX	YX	YX	YX
MICHIGAN																			
Ann Arbor, WPAG-TV **Edward F. Baughn**	NX	NX	YX	YX	..	YS	NX	YX	..	..	..	..	..	YX	YX	NX	..	YX	..
Cadillac, WWTV **David F. Milligan**	YS	YX	YS	YS	YX	YS	YX	YX	YX	..	..	..	YX	YX	..	YX	YX	YX	..
Detroit, WWJ-TV **Edwin K. Wheeler**	..	..	..	YS	NX	YS	NX	..	..	..	YX	..	..	..	..	NX	..	..	..
Detroit, WXYZ-TV **Harold S. Christian**	YX	YX	YX	YX	..	..	YX	YX	..	..	..	..	..	..	..	NX	NX	..	..
Grand Rapids, WOOD-TV **Willard Schroeder**	NX	NX	NX	YX	YX	NX	NX	YX	YX	..	..	..	YX	YX	YX	NX	..	YX	YX
Traverse City, WPBN-TV **Les M. Biederman**	NX	NX	NX	NX	NX	NX	..	..	NX	..	..	..	NX	NX	NX	NX	NX	NX	..
MINNESOTA																			
Duluth (Superior, Wis.), KDAL-TV **Dalton A. Le Masurier**	NX	..	NX	NX	..	NX	NX	NX	NX	NX	..	..	..	NX	..	NX	..	NX	..
Minneapolis-St. Paul, KSTP-TV **William P. Davey**	..	NO	NO	NX	NX	NX	NX	NX	NX	..	..	..	NX	NX	..	NX	..	NX	..
Minneapolis-St. Paul, WCCO-TV **F. Van Konynenburg**	YX	YX	YX	NX	NX	NX	..	YX	..	..	..	..	..	..	..	NX	NX	YX	YX
Minneapolis-St. Paul, WTCN-TV **Miller C. Robertson**	YX	..	..	YX	..	YX	..	YX	..	..	..	..	..	NX	..	YX	..	YX	YX
Rochester, KROC-TV **Williard N. Lampman**	YX	..	YX	YX	YX	YX	YX	YX	..	..	..	..	YX	YX	YX	YX	YX	YX	..
MISSISSIPPI																			
Jackson, WJTV **L. M. Sepaugh**	YS	YX	YX	YX	..	YX	YX	YX	YX	..	..	..	YX	YX	YX	NX	NX	YX	YX
Meridian, WTOK-TV **Robert F. Wright**	NX	NX	NX	NX	NX	NX	NX	..	..	..	..	..	..	..	..	NX	NX	NX	..
MISSOURI																			
Columbia, KOMO-TV **Edward C. Lambert**	NX	NX	NX	NX	NX	NX	YX	YX	..	..	YX	..	NX	NX	NX	YX	NX	NX	..
Hannibal (Quincy, Ill.), KHQA-TV **Walter J. Rothchild**	YX	YX	YX	YX	YX	YX	YX	..	YX	..	..	..	YX	YX	YX	YX	NX	YX	..
Jefferson City, KRCG **Mrs. Frank G. Handy**	NX	NX	NX	NX	..	NX	NX	..	NX	NX	NX	..	..	NX	NX	NX	NX	NX	..
Kansas City, KCMO-TV **E. K. Hartenbower**	YX	YX	YX	NS	NS	NS	YX	YX	..	..	..	..	NX	NX	..	NX	NX	YX	YX
St. Joseph, KFEQ-TV **Barton Pitts**	NX	NX	NX	NX	..	NX	..	YO	..	..	..	..	NX	..	NX	NX	NX	NX	..
St. Louis, KSD-TV **George M. Burbach**	YS	YS	..	YS	..	YS	NX	YX	..	..	..	..	..	NX	..	NX	..	NX	..
St. Louis, KWK-TV **Robert Thomas Convey**	YS	YS	YS	YS	..	YS	YS	..	NX	..	YS	..	..	YX	..	NX	..	YX	..
St. Louis, KTVI **James F. Jae Jr.**	YX	YX	YX	YX	..	YX	YX	YX	..	..	YX	..	YX	YX	..	YX	..	YX	YX
MONTANA																			
Butte, KXLF-TV **E. B. Craney**	..	..	..	NS	..	..	..	..	..	..	..	..	NX	NX	NX	NX	NX	NX	YX

Tele-Sell merchandising has provided...

13,401 advertising pieces placed...

11,172 retail contacts for specific products...

6,092 feature displays in 146 super markets

The record of its first full year of operation provides positive proof of the power of WCCO-TV's *TELE-SELL* Merchandising Plans.

This all important tie-in of television advertising impact at the point of purchase included 146 cooperating supermarkets —accounting for 40% of all food business in the Twin City region.

All *TELE-SELL* Merchandising activity is performed at no extra cost to advertisers who qualify under one of the three WCCO-TV *TELE-SELL* Merchandising Plans.

The same proven sales assistance is ready to give your product a sales boost in the Minneapolis-St. Paul market . . . eighth largest in the United States in retail sales.

all this in just one year of operation...

WCCO-TV

Channel 4

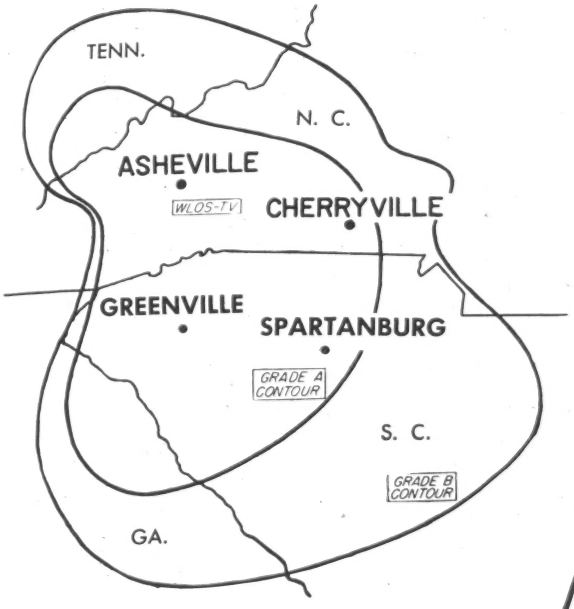
Minneapolis • St. Paul

CBS Television in the Northwest

For further details call Free and Peters or Don Gillies at WCCO-TV

LEGEND	TRADE CALLS			TRADE MAILINGS			ADVERTISING SUPPORT						ON THE AIR SUPPORT					OTHER SUPPORT	
Y Minimum Amount of Time Required N No Minimum Time Required O Service Offered Details Not Reported $ Charge for Service X No Charge for Service .. Indicates Service Not Offered Executive to be contacted listed after Call Letters	Solicit and/or Place Displays	Solicit Tie-In Advertising	Store Checks	Letter, Post Card or Broadside	Merchandising Bulletin	Will Imprint Name on Client-Supplied Mailing Pieces	Newspaper Tune-in Ads	Station Prepared Store Displays	Lobby Windows	Billboards	Car-cards	Other	Demonstrations	Giveaway Prizes	Product Mentions	Tune-in Announcements	Client Participation	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
MONTANA—(continued)																			
Great Falls, KFBB-TV **Joseph Patrick Wilkins**	NX	NX	NX	NS	..	NS	..	..	..	..	..	..	..	..	..	NX	..	NX	..
Missoula, KGVO-TV **Arthur James Mosby**	..	YX	..	..	..	..	..	..	..	..	..	..	..	OO	OO	YX	..	OO	..
NEBRASKA																			
Kearney (Holdrege), KHOL-TV **Jack Gilbert**	NX	NX	..	YX	YX	NX	YX	YX	NX	YX	YX	..	YX	YX	YX	YX	YX	NX	..
Omaha, WOW-TV **Frank P. Fogarty**	YS	NS	YX	YS	YX	YO	YS	..	YS	..	YS	..	..	..	..	YX	..	YX	..
NEVADA																			
Henderson (Las Vegas), KLRJ-TV **Robert K. Gardner**	NX	NX	NX	NS	NX	NS	NX	NO	..	..	..	..	NX	NX	NX	NX	..	NX	NX
Las Vegas, KLAS-TV **R. G. Jolley**	NX	NX	NX	NX	..	..	NX	NX	NX	..	..	..	NX	NX	NX	..	YS	NX	..
NEW HAMPSHIRE																			
Manchester, WMUR-TV **Norman Arthur Gittleson**	NS	NX	NX	YX	..	..	NX	..	..	..	..	..	NX	NX	NX	YX	..	NX	NX
NEW MEXICO																			
Albuquerque, KOB-TV **Wayne Coy**	YX	YX	YX	YX	..	YX	YX	YX	..	..	..	..	..	..	..	NX	..	YX	..
Albuquerque, KGGM-TV **A. R. Hebenstreit**	..	..	..	YX	..	YX	NX	YX	YX	..	..	..	..	YX	YX	NX	..	..	..
Roswell, KSWS-TV **Paul Bertrand McEvoy**	NS	NS	NS	YX	YX	YS	NS	YS	YX	..	..	..	..	YS	..	YX	..	NX	..
NEW YORK																			
Albany (Schenectady, Troy), WROW-TV **Harry L. Goldman**	YX	..	YX	YX	YX	NX	NX	..	..	NX	NX	..	..	..	NX	NX	..	NX	YX
Binghamton, WNBF-TV **George R. Dunham**	NX	..	NX	NX	NX	NX	NX	..	..	..	..	..	..	..	..	NX	..	NX	..
Buffalo, WBEN-TV **Nicholas John Malter**	NO SERVICES OFFERED.																		
Buffalo, WGR-TV **Joseph J. Bernard**	NX	NX	NX	NX	NX	NX	NX	NX	..	..	NX	..	NX	NX	NX	NX	..	..	..
Carthage (Watertown), WCNY-TV **James W. Higgins**	NX	NX	NX	NX	NX	NX	NX	NX	..	..	..	..	..	..	..	NX	..	NX	NX
Kingston, WKNY-TV **Robert M. Peebles**	NO	OO	YX	NX	..	..	YX	YX	YX	..	..	..	NX	..	NX	NX	YX	..	NX
Lake Placid (Plattsburg), WIRI **Albert Henry La France**	NS	NX	NX	NX	..	NS	YX	..	YX	..	..	..	..	..	..	YX	NX	NX	..
New York City, WABC-TV **Jay Hoffer**	YX	..	..	YS	YX	YX	YX	..	YX	..	..	..	NX	NX	..	..	..	NX	YX
New York City, WABD **George Barenbregge**	YX	YX	..	YS	YS	YX	YX	..	YX	..	..	..	..	..	YX	YX	YX	YX	YS
New York City, WRCA-TV **Max Buck**	YX	NX	NX	NS	YN	..	NX	..	NX	NX	NX	..	..	..	..	NX	NX	NX	YX
Rochester, WHAM-TV **William Fay**	YS	YX	..	YS	YS	YS	YX	YS	YX	..	..	..	YS	YS	YS	YS	..	..	..
Rochester, WVET **Ervin F. Lyke**	NX	..	YX	YX	YX	YX	YX	YX	YX	..	YX	..	YX	YX	YX	YX	..	YX	..
Schenectady (Albany, Troy), WRGB **Raymond W. Welpott**	NX	..	NX	NX	..	NX	NX	..	NX	..	..	..	NX	NX	NX	NX	..	NX	..
Syracuse, WHEN-TV **Paul Adanti**	YS	..	YX	YX	YX	YX	..	YX	YX	..	..	..	YX	YX	YX	YX	..	YX	YX
Syracuse, WSYR-TV **Fred I. Geiger**	NX	NX	NX	NX	..	..	NX	NX	NX	..	..	..	NX	..	NX	NX	..	NX	..
NORTH CAROLINA																			
Asheville, WISE-TV **Joseph Jonathan Master**	YS	YX	YS	YX	YX	YX	YX	YX	YX	..	..	..	YS	YS	YX	YX	YX	YX	YX

Extend And Sell Through WLOS-TV

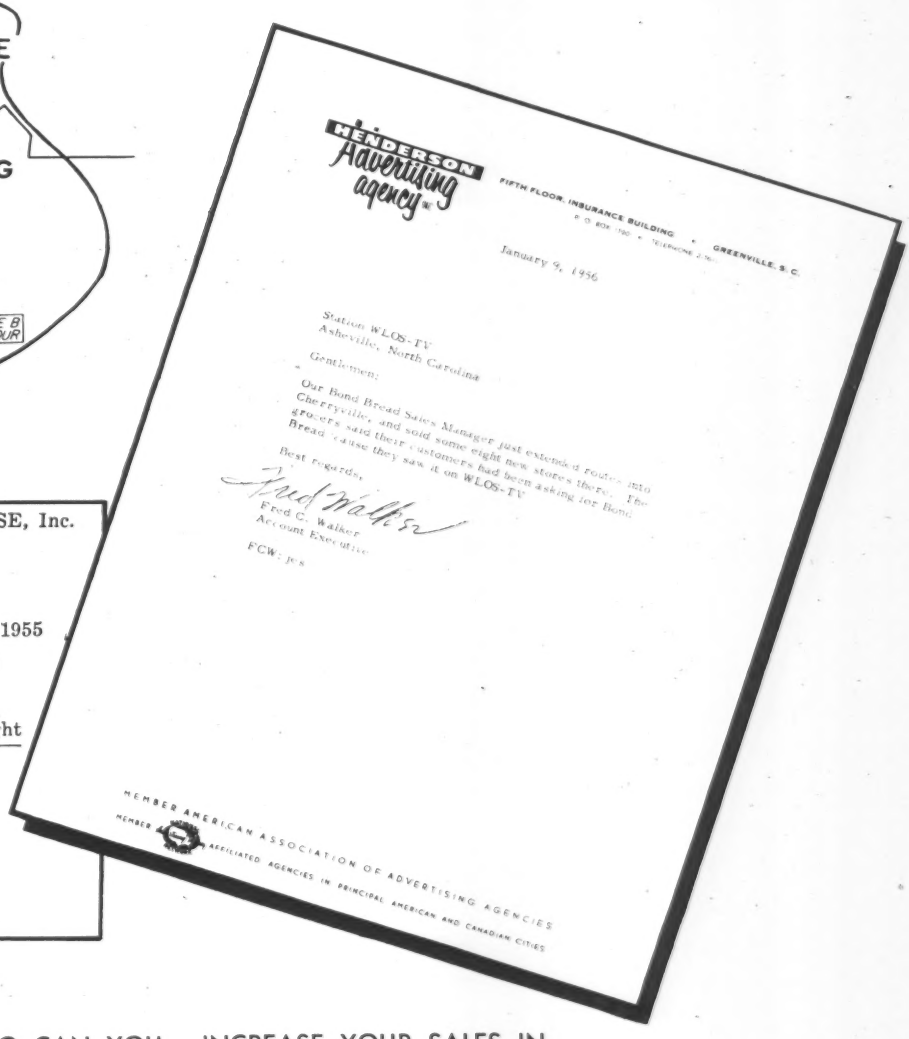


THE PULSE, Inc.

SHARE OF AUDIENCE
BUNCOMBE COUNTY, N. C.
December 1955

(from Greenville, S. C.—5 County Area)
Monday-Friday

	7 A. M. 12 Noon	12 Noon 6 P. M.	6 P. M. 12 Midnight
A	57	37	30
B	42	28	27
C	—	—	—
WLOS	1a	35	32
Misc.	—	—	11
Average ¼ hour H.U.T.	12.8	26.1	45.1


HENDERSON Advertising agency

FIFTH FLOOR, INSURANCE BUILDING • P. O. BOX 1190 • GREENVILLE, S. C.

January 9, 1956

Station WLOS-TV
Asheville, North Carolina

Gentlemen:

Our Bond Bread Sales Manager just extended a routine visit to Cherryville, and sold some eight new stores there. The grocers said their customers had been asking for Bond Bread because they saw it on WLOS-TV.

Best regards,

Fred Walker

Fred C. Walker
Account Executive

FCW: jcs

MEMBER AMERICAN ASSOCIATION OF ADVERTISING AGENCIES
AFFILIATED AGENCIES IN PRINCIPAL AMERICAN AND CANADIAN CITIES

BOND BREAD DID IT! SO CAN YOU. INCREASE YOUR SALES IN CHERRYVILLE, N. C. AND THE 332 OTHER COMMUNITIES IN THE EXTENSIVE WLOS-TV GRADE B CONTOUR COVERAGE AREA BY BUYING SPOT SCHEDULES ON WLOS-TV. IN SUPPORT OF SPOT SCHEDULES, ADVERTISER RECEIVES TRADE MAILINGS, NEWSPAPER TIE-INS, AND VARIOUS DISPLAYS.

REPRESENTATIVES

National
Venard, Rintoul & McConnell, Inc.

Southeast
James S. Ayers Co.

WLOS - TV - CHANNEL 13 - ASHEVILLE, N. C.

LEGEND Y Minimum Amount of Time Required N No Minimum Time Required O Service Offered Details Not Reported $ Charge for Service X No Charge for Service .. Indicates Service Not Offered Executive to be contacted listed after Call Letters	TRADE CALLS			TRADE MAILINGS			ADVERTISING SUPPORT						ON THE AIR SUPPORT					OTHER SUPPORT	
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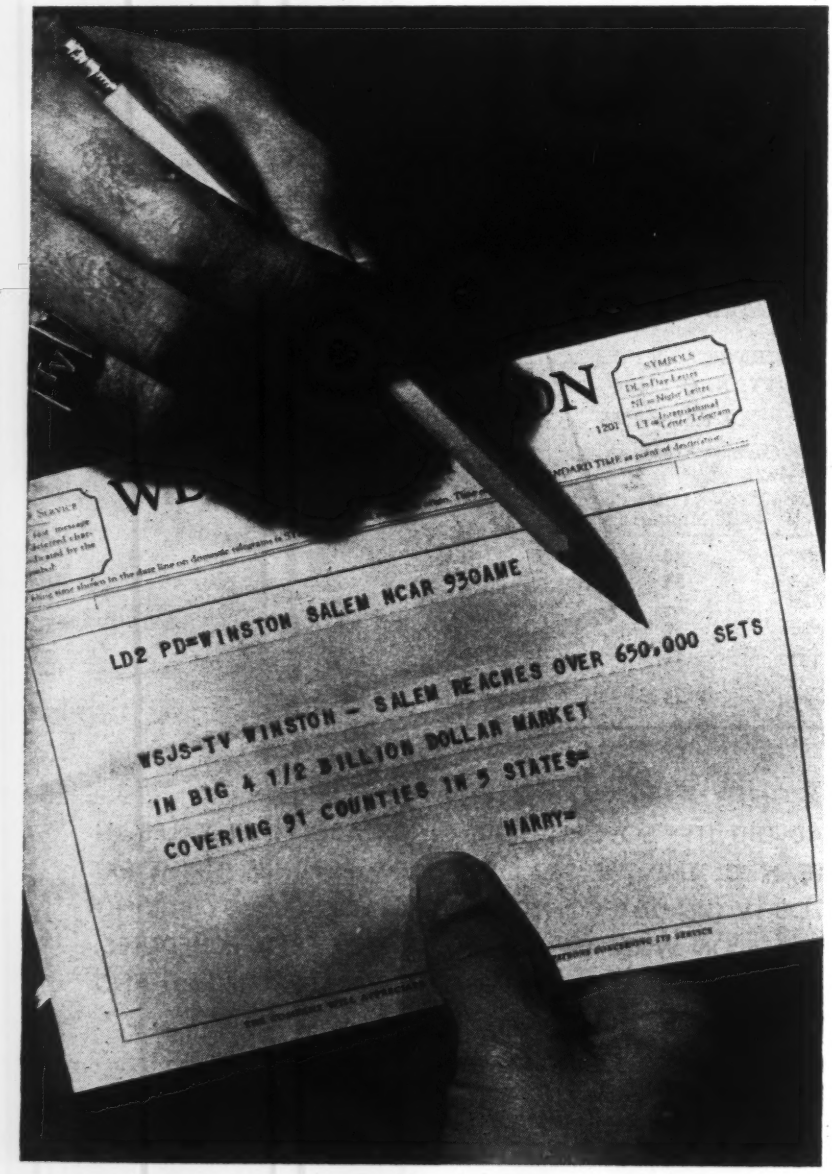
NORTH CAROLINA—(continued)																			
Charlotte, WBTV **John P. Dillon**	YX	..	..	YX	YX	YX	NX	..	NX	NX	..	..	..	YX	YX	NX	..	NX	..
Durham, WTVD **Harmon L. Duncan**	NX	NX	NX	NX	NX	NX	OO	OO	..	..	..	..	NX	NX	NX	NX	NX	NX	NX
Fayetteville, WFLB-TV **L. W. Allen**	YX	YX	YX	YX	..	YX	YX	YX	..	..	..	..	..	..	..	YX	..	YX	..
Greensboro, WFMY-TV **Gaines Kelley**	NX	NX	..	NX	NX	NX	NX	..	..	..	..	..	..	..	..	NX	NX	NX	..
Greenville, WNCT **Arthur Hartwell Campbell**	NX	..	..	NS	..	OO	YX	..	..	YX	..	..	YX	..	YX	NX	..	..	..
Winston-Salem, WSJS-TV **Harry Brewer Shaw**	YX	NX	YX	YX	..	YX	YX	YX	..	YX	YX	..	..	..	..	YX	NX	NX	..


SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram
LD2 PD=WINSTON SALEM NCAR 930AME
WSJS-TV WINSTON - SALEM REACHES OVER 650,000 SETS
IN BIG 4 1/2 BILLION DOLLAR MARKET
COVERING 91 COUNTIES IN 5 STATES=
HARRY=

WSJS-TV
316,000 WATTS

NBC

AFFILIATE FOR
WINSTON-SALEM
GREENSBORO
HIGH POINT

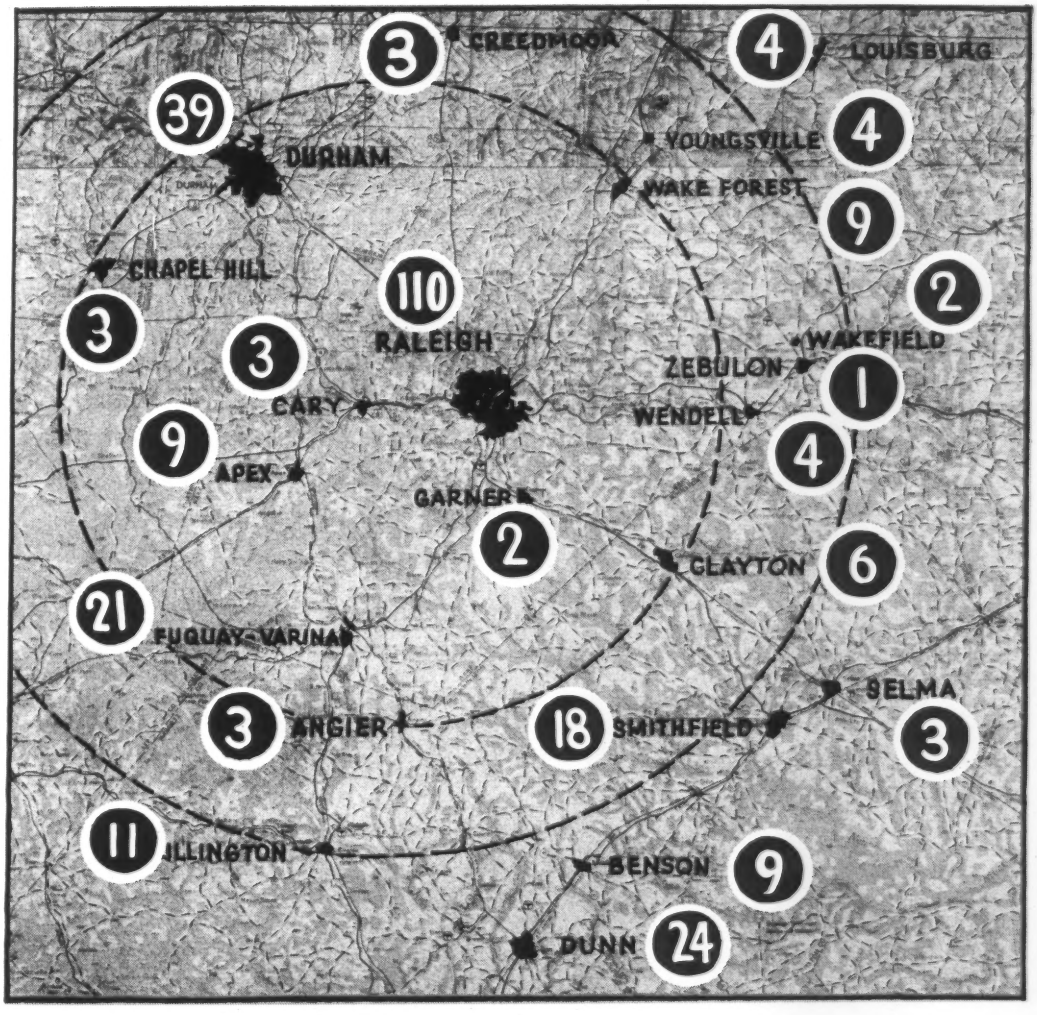
CALL
HEADLEY-REED
REPRESENTATIVES

RALEIGH CBS DURHAM

NORTH CAROLINA

287 NEW ACCOUNTS

IN A TEN WEEK PERIOD



PROOF! COVERAGE POSITIVE!

Channel 28 CBS **WNAO-TV** ABC

JOHN H. BONE, Gen. Mgr.

NATIONAL REPRESENTATIVES AVERY-KNODEL

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NORTH DAKOTA																			
Bismarck, KBMB **Fred L. Drewry**	YX	YX	YX	NX	NX	N$	Y$	Y$	..	..	Y$	..	YX	YX	YX	NX	NX	NX	..
Bismarck, KFYR-TV **Frank E. Fitzsimonds**	NX	NX	NX	NX	..	NX	NX	NX	..	..	..	..	NX	NX	NX	NX	NX	YX	..
Fargo, WDAY-TV **Tom Barnes**	NX	NX	..	NX	NX	NX	NX	NX	NX	NX	..	..	NX	NX	NX	NX	..	NX	NX
Valley City, KXJB-TV **John W. Boler**	YX	YX	YX	N$	NX	N$	Y$	Y$	NX	..	Y$	..	YX	YX	YX	NX	NX	NX	..

Get the most out of radio television and the allied arts

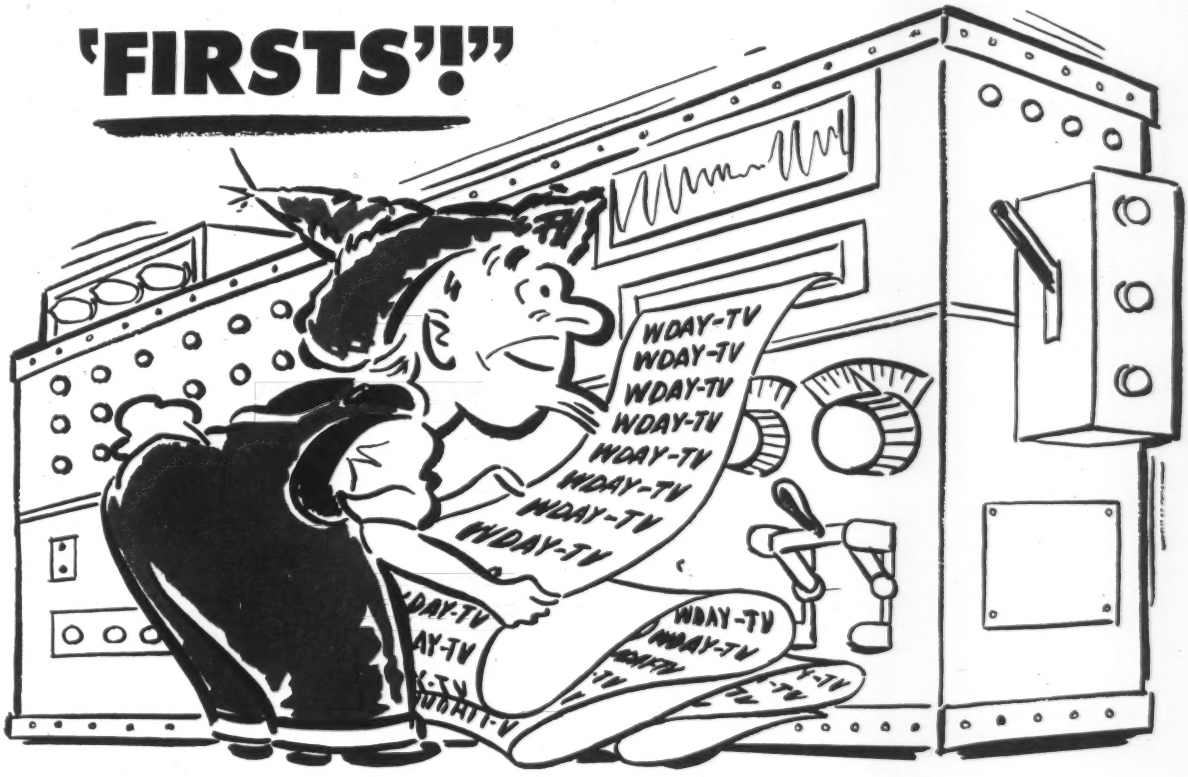
BROADCASTING • TELECASTING is the one journal that gives you the most reliable, most complete news of radio, television and the allied arts. If you are new to radio/tv, or if you plan to enter the field —don't take chances on a buck-slip copy— start your own subscription today. Read the latest news while it is still news. Annual subscription $7.00.*

BROADCASTING TELECASTING

1735 DeSales Street, N.W., Washington 6, D. C.

* *BROADCASTING and TELECASTING Yearbooks may be ordered as part of a year's subscription at the additional cost of $2.00 per Yearbook. Apart from a subscription Yearbooks are $3.00 per copy.*

"LOOKIT ALL THEM WDAY-TV 'FIRSTS'!"



YOU don't need an electronic brain to figure WDAY-TV's audience preference. Just look at the ARB figures!

WDAY-TV gets more than FOUR TIMES as many afternoon viewers as the next station — more than TWICE as many nighttime viewers!

WDAY-TV has 23 of the 25 most popular NETWORK shows in the area—14 of the top 15 FILM shows—all 10 top DAYTIME shows!

In addition to Fargo-Moorhead, the Survey covered four other metropolitan areas — *each between 40 and 50 miles away!*

AMERICAN RESEARCH BUREAU, INC. NORTH DAKOTA: Fargo, Valley City, Hillsboro, Wahpeton MINNESOTA: Moorhead, Fergus Falls, Breckenridge November 13-19, 1955		
	AVERAGE WEEKLY RATINGS	
	WDAY-TV	Station B
12:00 - 5:00 p.m. Monday thru Friday	18.6	4.0
5:00 - 6:00 p.m. Monday thru Friday	33.8	8.7
6:00 - 10:30 p.m. Sunday thru Saturday	40.5	17.6

EXCLUSIVE WDAY-TV "SHOPPER STOPPER" MERCHANDISING PLAN!

Our foodstore plan featuring mass, end-of-aisle displays in Fargo-Moorhead super-markets is PRODUCING RESULTS. Want some yourself?

Plan includes:

1 Free mass displays in all participating "supers" in one-week period — simultaneously.

2 Free daily mention of Shopper Stopper Plan, with product identification, on WDAY-TV.

3 Free mats, shelf-talkers and price cards — all with Shopper Stopper trademark — for use as tie-in material.

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

FREE & PETERS, INC.
Exclusive National Representatives

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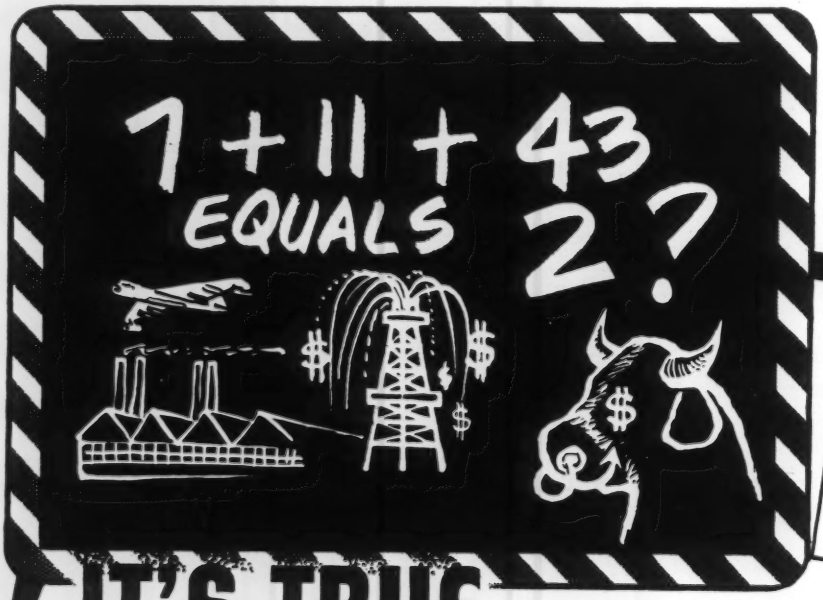
OHIO																			
Cincinnati, WKRC-TV **David G. Taft**	NX	NX	NX	YX	NX	NX	NX	NX	..	..	..	..	NX	NX	NX	NX	NX	..	YX
Columbus, WBNS-TV **Richard A. Borel**	NX	NX	NX	NX	NX	NX	NX	NX	..	..	NX	..	NX	..	NX	NX	NX	NX	NX
Columbus, WLWC **James Leonard**	NX	NX	NX	NX	NX	NX	NX	NX	NX	..	NX	..	..	NX	..	NX	NX	..	..
Columbus, WTVN-TV **Joseph W. McGough**	NO	..	..	Y$	NX	N$	Y$	Y$	..	..	..	..	NX	NX	NX	NX	..	NX	YX
Dayton, WHIO-TV **Robert H. Moody**	NX	NX	NX	NX	NX	NX	YX	YX	..	..	YX	..	YX	YX	NX	NX	..	NX	..
Dayton, WLWD **H. Peter Lasker**	NX	NX	NX	NX	NX	NX	NX	NX	..	NX	NX	..	..	NX	..	NX	..	NX	NX
Lima, WIMA-TV **R. W. Mack**	NX	NX	..	NX	NX	NX	..	..	NX	..	..	..	..	NX	..	NX	NX	NX	..
Youngstown, WFMJ-TV **Mitchell F. Stanley**	YX	NX	NX	NX	..	N$	YX	NX	NX	..	..	..	NX	NX	NX	NX	NX	NX	YX
Youngstown, WKBN **J. L. Bowden**	NX	NX	YX	YX	NX	YX	NX	YX	..	..	..	..	YX	YX	YX	NX	OO	NX	YX
OKLAHOMA																			
Ada, KTEN **Anderson Brown Morris**	NX	NX	NX	NX	NX	NX	NX	NX	NX	..	NX	..	NX	NX	NX	NX	NX	NX	NX
Muskogee, KTVX **L. A. Blust Jr.**	NX	NX	..	Y$	..	NX	Y$	..	..	..	YX	..	..	YX	..	NX	..	NX	..
Oklahoma City, KTVQ **R. M. Lester**	NO	OO	..	OO	..	OO	OO	..	..	..	..	..	NO	..	OO	OO	OO	OO	..
Tulsa, KVOO-TV **C. B. Akers**	YX	YX	YX	YX	..	YX	Y$	YX	YX	YX	Y$	..	NX	NX	..	NX	NX	NX	..



KVOO-TV TULSA
Merchandising PLUS-

Everything from dealer Cards to 24 sheets—a definite percentage of your Billing is invested in proven promotion on *your* program.

We can *prove* it — write Sales Promotion Department.

IT'S TRUE IN TULSA . . . THERE'S A SPOT for YOU . . . on

7th (in consumer Spendable Income, $6,666.00 per family)*
plus 11th (in per capita population increase since 1950)*
plus 43 (Tulsa is the "43rd" TV market in America)**
equals TWO . . . Channel TWO . . . for complete coverage of this oil rich, cattle rich market.

*Sales Management Survey of Buying Power — 1955
**CBS Report to FCC — Dec. 1955

NBC Channel
KVOO-TV 2

FOR CURRENT AVAILABILITIES CONTACT OFFICES OF BLAIR-TV

We can prove it - only Crosley Stations guarantee merchandising-promotion action that really means business

* *

In all broadcast media in the entire United States, only the Crosley Stations guarantee power-packed Merchandising-Promotion Service that really means business for advertisers!

Here's a behind-the-scenes salesforce that doesn't show up in the mass of broadcasting formal statistics. Yet Crosley's 43-man Client Service Department of shoes-to-ships experts wraps up the most sensational off-mike promotion for advertisers' products. Yes, thru the POP Plan (Point of Purchase), the Crosley Group covers the store fronts of people, places and things...as this expert high-powered staff floods the mails, pounds the pavements, and pushes the products to move merchandising mountains and bring home the business for sponsors.

Let our representatives tell you the story of the Nation's biggest and most effective Media Merchandising-Promotion organization anywhere—Operation Crosley.

Distinguished members of the **CROSLEY GROUP**

WLW	*Radio*
WLW-A	*Atlanta*
WLW-C	*Columbus*
WLW-D	*Dayton*
WLW-T	*Cincinnati*

SALES OFFICES: NEW YORK, CINCINNATI, DAYTON, COLUMBUS, ATLANTA, CHICAGO, MIAMI. **CROSLEY BROADCASTING CORPORATION, A DIVISION OF** AVCO MANUFACTURING CORPORATION

LEGEND

Y Minimum Amount of Time Required
N No Minimum Time Required
O Service Offered Details Not Reported
$ Charge for Service
X No Charge for Service
.. Indicates Service Not Offered
Executive to be contacted listed after Call Letters

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OREGON																			
Eugene, KVAL-TV **S. William McCready**	NS	NX	NS	NS	..	NX	NX	NX	..	..	..	..	NX	NX	NX	NX	NX	NX	..
Klamath Falls, KFJI-TV **Alan Kent Abner**	YX	YX	YX	YX	YX	..	YX	YX	..	..	..	..	..	..	YX	YX	..	NX	..
Medford, KBES-TV **Jerold Robert Poulos**	NX	NX	NX	YX	..	YX	..	..	NX	..	..	..	OO	OO	OO	NX	NX	NX	YX
Portland, KLOR **S. John Schile**	YX	..	NX	NX	..	NX	YO	NX	..	..	NX	..	NX	..	NX	NX	..	NX	NX
Portland, KOIN-TV **C. Howard Lane**	..	..	YX	YX	YX	YX	NX	..	..	..	..	..	..	..	..	NX	..	YX	..
Portland, KPTV **Russell K. Olsen**	YX	YX	YX	NX	..	YX	NX	NS	NX	..	..	..	..	NX	..	NX	NX	..	YX
PENNSYLVANIA																			
Easton, WGLV **Charles R. Thon**	YX	YX	YX	YX	..	YX	YX	YX	..	..	..	..	YX	YX	YX	YS	NS	NX	..
Erie, WICU **Ben McLaughlin**	OO	OO	OO	OO	..	..	NX	OO	OO	OO	OO	..	..	..	..	OO	OO	..	..
Harrisburg, WTPA **David J. Bennett**	YS	..	..	NX	..	NX	NX	..	OO	..	NX	..	..	YX	..	NX	..	..	YX
Johnstown, WJAC-TV **Alvin Dale Schrott**	..	..	..	NX	..	NX	NX	..	..	..	..	..	..	..	..	NX	..	..	..
Philadelphia, WCAU-TV **Donald W. Thornburgh**	..	..	..	OO	..	..	OO	OO	OO	..	..	..	..	OO	..	OO	..	..	..
Philadelphia, WFIL-TV **George A. Koehler**	NX	NX	NX	YX	NX	NX	NX	NX	NX	NX	NX	..	NX	NX	NX	NX	NX	NX	YX
Scranton, WARM-TV **William M. Dawson**	NX	NX	NX	NX	..	NX	NX	..	..	..	NX	..	..	NX	..	NX	..	NX	NX
Wilkes-Barre, WBRE-TV **David M. Baltimore**	OO	..	YO	..	..	YO	YX	YX	YX	..	YX	..	YX	YX	..	YX	..	..	..
Wilkes-Barre, WILK-TV **Thomas P. Shelburne**	YX	YX	YX	YX	..	YX	YX	YX	YX	..	YX	..	YX	YX	YX	YX	YX	YX	..
York, WNOW-TV **Richard E. Burg**	NX	NX	NX	NX	NX	NX	NX	NX	..	..	..	..	NX	NX	NX	NX	NX	NX	..
York, WSBA-TV **Louis J. Appell**	YX	YX	YX	YX	..	YX	YS	YX	YX	YX	..	..	YX	YX	YX	YX	YX	YX	YX
RHODE ISLAND																			
Providence, WJAR-TV **Peter B. James**	..	..	..	YS	..	..	YX	..	..	YS	..	..	..	NX	..	YX	NX	..	YS
SOUTH CAROLINA																			
Anderson, WAIM-TV **Glenn P. Warnock**	NX	NX	NX	NX	NX	NX	NX	NX	NX	..	NX	..	NX	NX	NX	NX	..	NX	NX
Charleston, WCSC-TV **John M. Rivers**	NX	..	NX	YX	..	YX	YX	YS	..	..	..	..	..	..	YX	NX	..	NX	YX
Charleston, WUSN-TV **J. Drayton Hastie**	NX	NX	NX	NX	NX	..	NS	..	..	NS	NS	..	NX	..	..	NX	..	NX	NX
Columbia, WCOS-TV **Charles W. Pittman**	NX	NX	NX	NX	..	NX	YX	YO	OO	..	..	..	..	..	..	NX	..	OO	..
Florence, WBTW **J. William Quinn**	..	..	..	YX	..	YX	NX	..	..	..	..	..	..	NX	..	NX	..	..	..
Greenville, WFBC-TV **Bevo T. Whitmire**	NX	..	..	NX	..	NX	NX	..	..	..	NX	..	NX	NX	NX	NX	..	NX	..
SOUTH DAKOTA																			
Rapid City, KOTA-TV **J. Norman Heffron**	YX	YX	NX	YX	YX	YX	..	..	OO	..	OO	..	YX	NX	NX	YX	..	NX	..
TENNESSEE																			
Chattanooga, WDEF-TV **Harold E. Anderson**	YS	YS	YX	YS	..	YS	YS	..	YX	..	..	..	YX	YX	..	YX	..	NX	..
Jackson, WDXI-TV **Aaron B. Robinson**	YX	YX	YX	YX	YX	YX	YX	YX	YX	YX	YX	..	YX	YX	YX	YX	YX	YX	YX
Knoxville, WTSK-TV **John Adolph Engelbrecht**	YS	YS	YS	YS	..	YS	YS	YS	YS	..	..	..	YS	YS	YS	YS	YS	..	..
Memphis, WHBQ-TV **John Hyde Cleghorn**	YS	NX	NX	NX	..	NX	YX	..	..	..	YX	..	..	NS	NS	NX	NS	NS	..
Memphis, WMCT **Earl Moreland**	NX	OO	..	NX	..	NX	NX	..	NX	..	..	..	NX	OO	OO	NX	NX	NX	..
Old Hickory (Nashville), WLAC-TV **T. B. Baker Jr.**	YS	..	..	YX	..	YX	NS	..	OO	..	..	..	YX	YX	YX	YX	..	NX	..

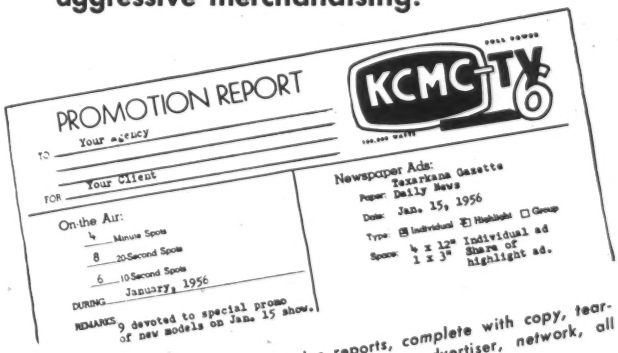
A COMPLETE SALES SERVICE

Typical point of sale merchandising is the permanent display built in the area's largest chain of food stores. The products of one spot advertiser and one program sponsor are featured weekly, with on-the-air announcements calling attention to the displays. Retailers and wholesalers are kept constantly aware of advertised products by direct mail and personal calls.

The audience is built by extensive newspaper advertising and publicity. A large ad introduces each new program and its sponsor; consistent news stories and tune-in ads hold and ever increase its following. Liberal use of on-the-air promos emphasize audience attraction to all shows.

. . . from before the telecast . . . until the product is sold

KCMC-TV is constantly working for the advertiser! Building, maintaining an audience of over half a million . . . pre-selling the product with promotion . . . pushing sales with aggressive merchandising!


PROMOTION REPORT

KCMC-TV 6

TO Your Agency

FOR Your Client

On the Air:

4 Minute Spots

8 20-Second Spots

6 10-Second Spots

DURING January, 1956

REMARKS 9 devoted to special promo of new models on Jan. 15 show.

Newspaper Ads:

Texarkana Gazette

Paper: Daily News

Date: Jan. 15, 1956

Type: ☒ Individual ☒ Highlight ☐ Group

Space: ½ x 12c Individual ad
1 x 3c Share of highlight ad.

The final follow-through . . . regular reports, complete with copy, tearsheets, photos, samples . . . sent to agency, advertiser, network, all others concerned with the account.

THIS IS THE FORMULA THAT HAS GIVEN KCMC-TV UNMATCHED ADVERTISER AND AUDIENCE ACCEPTANCE IN 161,680 TV HOMES IN FOUR STATES.

Television Magazine, Jan., 1956

YOU GET MORE THAN JUST TIME WHEN YOU BUY THE

Powerhouse of the Southwest

KCMC-TV

100,000 WATTS

CBS • ABC INTERCONNECTED

CHANNEL 6

TEXARKANA, TEXAS-ARKANSAS

Represented By

Venard, Rintoul & McConnell, Inc.

Richard M. Peters
Director National Sales and Promotion

Walter M. Windsor
General Manager

LEGEND
Y Minimum Amount of Time Required
N No Minimum Time Required
O Service Offered Details Not Reported
$ Charge for Service
X No Charge for Service
.. Indicates Service Not Offered
Executive to be contacted listed after Call Letters

	TRADE CALLS			TRADE MAILINGS			ADVERTISING SUPPORT						ON THE AIR SUPPORT					OTHER SUPPORT	
	Solicit and/or Place Displays	Solicit Tie-In Advertising	Store Checks	Letter, Post Card or Broadside	Merchandising Bulletin	Will Imprint Name on Client-Supplied Mailing Pieces	Newspaper Tune-in Ads	Station Prepared Store Displays	Lobby Windows	Billboards	Car-cards	Other	Demonstrations	Giveaway Prizes	Product Mentions	Tune-in Announcements	Client Participation	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
TEXAS																			
Amarillo, KFDA-TV **Ed Moore**	NX	..	NX	NX	..	NX	NX	NX	..	..	..	..	NX	NX	NX	NX	..	NX	..
Amarillo, KGNC-TV **Robert Martin Watson**	Y$	YX	YX	YX	..	Y$	YX	YX	YX	..	YX	..	YX	YX	YX	NX	..	NX	..
Austin, KTBC-TV **J. C. Kellam**	YX	YX	Y$	YX	..	YX	..	..	YX	YX	YX	..	YX	YX	YX	YX	YX	NX	..
Corpus Christi, KVDO-TV **L. W. Smith**	NX	NX	NX	NX	NX	NX	..	NX	NX	..	..	..	..	..	..	YO	..	NX	..
Dallas, KRLD-TV **Roy M. Flynn**	..	..	..	YX	..	OO	..	..	..	..	..	..	..	..	..	YX	..	YX	..
El Paso, Tex. **Val Lawrence, KROD-TV**	NX	NX	NX	YX	NX	NX	NX	NX	NX	YX	YX	.	NX	NX	NX	NX	NX	YX	YX
Ft. Worth, WBAP-TV **George Cranston**	..	NX	N$	N$	NX	N$	N$	..	NX	..	..	..	N$	NX	..	NX	NX	NX	..
Galveston (Houston), KGUL-TV **Paul E. Taft**	YX	YX	YX	YX	YX	YX	YX	YX	YX	YX	..	..	YX	YX	YX	YX	YX	YX	YX
Harlingen (Brownsville, McAllen, Weslaco), KGBT-TV **Ingham Stephen Roberts**	N$	NX	NX	NX	NX	NX	NX	NX	..	..	NX	..	NX	..	NX	NX	NX	NX	..
Lubbock, KCBD-TV **Joseph H. Bryant**	NX	NX	NX	NX	..	NX	..	NX	..	..	..	..	..	..	..	NX	..	NX	..
Lubbock, KDUB-TV **W. D. Rogers**	NX	NX	NX	NX	NX	NX	NX	NX	..	..	NX	..	NX	NX	NX	NX	NX	NX	NX
San Antonio, WOAI-TV **James Gaines**	..	..	..	NX	NX	NX	NX	OO	OO	..	..	..	..	NX	..	YX	..	..	..
Texarkana (Texarkana, Ark.), KCMC-TV **Walter M. Windsor**	NX	NX	NX	NX	..	NX	NX	NX	..	..	..	..	NX	NX	NX	NX	..	NX	NX
Tyler, KLTV **Marshall H. Pengra**	YX	YX	YX	Y$	YX	YX	YX	..	..	..	YX	..	YX	..	YX	YX	YX	YX	
Waco, KANG-TV **Robert H. Walker**	NX	NX	NX	NX	NX	NX	NX	N$	..	..	..	..	NX	..	NX	NX	NX	NX	..
Waco, KWTX-TV **Buddy Bostick**	NX	NX	NX	YX	..	NX	NX	NX	NX	NX	..	..	NX	NX	NX	NX	NX	NX	..
Weslaco (Brownsville, Harlingen, McAllen), KRGV-TV **Byron W. Ogle**	Y$	YO	NO	Y$	..	NO	NO	NO	..	..	..	..	NO	NO	NO	NO	NO	..	NO
UTAH																			
Salt Lake City, KSL-TV **D. Lennox Murdoch**	NX	NX	NX	NX	N$	NX	NX	YX	..	..	NX	..	NX	NX	..	NX	NX	NX	YX
Salt Lake City, KUTV **Brent H. Kirk**	N$	NX	NX	N$	..	NX	YX	N$	NX	..	..	..	NX	NX	NX	YX	..	NX	N$
VIRGINIA																			
Hampton (Norfolk), WVEC-TV **Thomas P. Chisman**	NX	NX	NX	NX	NX	NX	NX	NX	NX	..	..	..	NX	..	NX	NX	..	NX	NX
Harrisonburg, WSVA-TV **Howard Charles Evans**	YX	YX	YX	YX	..	N$	NX	..	NX	..	NX	..	N$	N$	N$	Y$	N$	Y$	..
Richmond, WTVR **Wilbur M. Havens**	N$	N$	N$	N$	..	N$	Y$	..	YX	..	Y$	..	..	..	YX	Y$	..	NX	..

EL PASO'S GROWTH & DEVELOPMENT
. . . staggering . . . in scope

Reader's Digest
January, 1956

Go Southwest, Young Man!

By Paul Gallico

Impressions of "the boomingest, wealthiest, most vital, expanding and exciting state in the Union"

THE LAST stop in the state is El Paso—The Pass, open door between the United States and Mexico on the Rio Grande. It was almost 20 years since I had visited that city, then a sleepy border town noted chiefly as the gateway to a drink and a bottle of French perfume. Its growth and development as of 1955 were staggering and Texan in scope.

What had been dust-dry desert country east of the city is now a humming series of airports, Army bases and jet airfields. Here was Fort Bliss, the guided-missile base, plus barracks, newly erected housing projects, shopping centers, stores and factories stretching almost as far as the eye could reach. From atop a 4000-foot mountain to the west the amazed eye took in networks of new roads and expressways in and around the city, new residences and flower gardens dotting the hills, the chimneys and towers of industry. El Paso was El Paso no longer, but another of those self-contained worlds in which this always astonishing state abounds.

Construction on another multi-million dollar shopping center will begin this fall.

KROD-TV's antenna atop this same mountain, is the highest above sea level in Texas.

Acquisition of 4½ more miles of right-of-way will hasten completion of another new City-County expressway.

Military plans call for over 13½ million in permanent construction at Fort Bliss and Biggs Field.

Northrop Aircraft plans a $20,000,000 long-range development in El Paso.

One 5,000 home project under way - another 5,000 unit development just announced. City population now more than 220,009.

This "world" is the hub of the nation's largest retail trading area . . and only KROD-TV covers it all.

El Paso **is** "staggering . . . in scope," but the El Paso Southwest market is even more FABULOUS! A market that shouldn't be overlooked when selecting your basic schedule.

It's America's largest retail trading area and covers 5 rich, growing Southern New Mexico and 2 West Texas counties and Juarez, Mexico, as well as Reader's Digest's "prosperous, thriving El Paso." Buying power — more than 1½ billion dollars!

KROD-TV, with it's mountain-top antenna, is the only television station in El Paso that can effectively beam your selling message to this entire Fabulous Southwest. And KROD-TV is known throughout the industry for its effective promotion and merchandising.

KROD-TV

A MUST IN SELLING THE EL PASO SOUTHWEST

CBS and ABC Television Network Channel 4 EL PASO, TEXAS

Dorrance D. Roderick, Pres.; Val Lawrence, V-P and Gen. Mgr.; Dick Watts, Gen. Sales Mgr.

Owned and operated by the El Paso Times, Inc. Roderick Broadcasting Co. Affiliated with KROD—600 kc—5,000 watts Represented Nationally by the Branham Co.

LEGEND Y Minimum Amount of Time Required N No Minimum Time Required O Service Offered Details Not Reported $ Charge for Service X No Charge for Service .. Indicates Service Not Offered Executive to be contacted listed after Call Letters	TRADE CALLS			TRADE MAILINGS			ADVERTISING SUPPORT						ON THE AIR SUPPORT					OTHER SUPPORT	
	Solicit and/or Place Displays	Solicit Tie-In Advertising	Store Checks	Letter, Post Card or Broadside	Merchandising Bulletin	Will Imprint Name on Client-Supplied Mailing Pieces	Newspaper Tune-in Ads	Station Prepared Store Displays	Lobby Windows	Billboards	Car-cards	Other	Demonstrations	Giveaway Prizes	Product Mentions	Tune-in Announcements	Client Participation	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
VIRGINIA—(continued)																			
Roanoke, WSLS-TV **James H. Moore**	NX	NX	NX	NX	NX	NX	NO	NX	NX	NX	NX	..	NX	..	NX	NX	NX	NX	NX
Roanoke, WDBJ-TV **Ray P. Jordan**	YX	YX	YX	Y$	YX	YX	YX	..	YX	YX	..	..	..	NX	YX	YX	NX	NX	..
WASHINGTON																			
Seattle, KOMO-TV **Ray Baker**	NX	NX	NX	YX	..	OO	NX	..	YX	..	..	..	YX	YX	YX	NX	NX	NX	..
Seattle, KTNT-TV **Leonard H. Higgins**	NX	..	NX	NX	..	NX	NX	..	..	NX	..	..	NX	..	..	NX	NX	NX	..
Spokane, KREM-TV **Robert H. Temple**	..	YX	YX	Y$	..	..	..	..	..	..	..	..	..	YX	..	NX	..	NX	..
WEST VIRGINIA																			
Huntington, WSAZ-TV **Lawrence H. Rogers**	YX	YX	..	YX	..	YX	YX	YX	YX	..	..	..	YX	YX	YX	YX	Y$	YX	..
Oak Hill (Beckley), WOAY-TV **Robert R. Thomas Jr.**	YX	NX	NX	Y$	..	YX	YX	YX	YX	..	YX	..	YX	YX	YX	YX	YX	NX	..
Wheeling (Steubenville, O.), WTRF-TV **Robert W. Ferguson**	NX	NX	NX	NX	NX	NX	NX	N$	..	..	..	..	NX	NX	NX	NX	NX	NX	NX
WISCONSIN																			
Green Bay, WFRV-TV **Don C. Wirth**	Y$	NX	NX	Y$	Y$	YX	NX	Y$	Y$	Y$	Y$	..	YX	YX	YX	NX	NX	YX	YX
Madison, WKOW-TV **Ben F. Hovel**	Y$	YX	O$	YX	YX	Y$	YX	..	Y$	..	..	..	..	Y$	..	N$	..	N$	..
Madison, WMTV **Morton J. Wagner**	NX	NX	NX	NX	NX	NX	YX	NX	NX	YX	NX	..	NX	NX	NX	NX	NX	NX	YX
Marinette (Green Bay), WMBV-TV **William R. Walker**	NX	..	NX	N$	NX	N$	NX	..	NX	..	..	..	NX	NX	NX	NX	NX	NX	NX
Milwaukee, WTMJ-TV **Neale V. Bakke**	..	N$	..	N$	NX	N$	..	..	..	..	..	..	..	NX	..	NX	..	NX	..
Milwaukee, WISN-TV **Irving E. Showerman**	YX	YX	YX	YX	YX	YX	YX	YX	YX	..	YX	..	YX	YX	YX	YX	YX	YX	YX
Superior (Duluth, Minn.), WDSM-TV **Rodney A. Quick**	YX	YX	YX	NX	YX	N$	NX	YX	..	..	..	..	..	..	YX	YX	YX	YX	YX
Wausau, WSAU-TV **Richard David Dudley**	Y$	YX	YX	Y$	YX	YX	YX	YX	YX	..	..	..	YX	YX	YX	YX	..	YX	YO
WYOMING																			
Cheyenne, KFBC-TV **William C. Grove**	NX	NX	NX	YX	YX	YX	Y$	Y$	Y$	..	Y$	..	..	YX	..	NX	NX	OO	YX

SHOW WINDOWS rivaling those of the most modern department store are a unique feature of the new million-dollar Radio & Television Center of Shenandoah Life Station's WSLS-AM-TV Roanoke, Va.

Crowds of spectators visiting the center for the first time are finding much of interest in the smartly-designed, well equipped building, which contains 24,745 square feet (the equivalent of 26 average-sized homes) and is staffed by 80 persons.

It is the window display section, however, which draws the greatest number of "oh's" and "ah's." Six large windows equipped with more than 200 lighting fixtures make up this section, designed to give *extra service to advertising clientele.*

The floors of two windows are mounted on hydraulic-electrically controlled lifts that raise them to street level from basement level, and all display props and merchandise are transported by this means.

A traffic count, using formulas and methods approved by the Traffic Audit Bureau Inc., shows that a daily average of 24,786 persons view the windows.

WSLS
RADIO
AND
TELEVISION

Represented Nationally—Avery-Knodel, Inc.

Remember . . . ROANOKE is VIRGINIA'S No. 1 TV Market!

CARTB CONVENTION TO FEATURE SELLING

Canadian meeting in Toronto March 26-28 will place emphasis on both local and national sales angles. Program arranged to inform advertising agency executives.

RADIO-TV SELLING will feature the annual convention of the Canadian Assn. of Radio & Television Broadcasters at the Royal York Hotel, Toronto, Ont., March 26-28. CARTB has arranged the program so that advertising agency executives will be able to obtain a maximum of information from radio and television station executives.

Researchers found that there are wide areas of lack of information about both radio and television broadcasting in many advertising agencies. Many executives at agencies find themselves at a disadvantage when they go about planning a radio or television campaign in not having full information about how to do it or how broadcasting stations work, how programs are arranged and the like.

The CARTB program has been devised to overcome this lack of information. Radio and television sessions will be held in separate halls at the same time. Opening at 9:30 a.m. March 26 will be a radio sales clinic under chairmanship of R. J. Buss, CHAT Medicine Hat, Alta. Fred Palmer, broadcast consultant, Worthington, Ohio, will present a sales clinic.

A local sales clinic will be held in the afternoon, under chairmanship of M. P. Finnerty, CKOK Penticton, B. C. The clinic will include a talk on "selling the audience" by W. D. Standart, Standart & O'Hern, Kansas City, Mo., and an eight-man panel of Canadian broadcasters who will describe selling techniques which have proven successful.

The radio section will meet again Tuesday morning on "using radio for results," under chairmanship of Vern Dallin, CFQC Saskatoon, Sask. The session will hear Canadian syndicated program distributors, station representatives and agency speakers. While syndicated program people will discuss advantages of their types of programs and station representatives will tell how they can help agencies, the agency executives are expected to tell radio people how they can help the agencies.

"Programming for listeners" will feature the Tuesday afternoon session under chairmanship of F. B. Ricard, CHNO Sudbury, Ont. Program ideas will be discussed by a panel of Canadian station executives and John M. Outler, WSB Atlanta, Ga., will tell of new program ideas.

The morning television sessions March 26 will deal with selective television and local selling, under Chairman Fred Lynds, CKCW-TV Moncton, N. B.,

E. E. Fitzgibbons, CKCO-TV Kitchener, Ont., will chair the afternoon meeting which will hear a tv sales clinic given by Mr. Palmer, and advantages and uses of tv film by Canadian distributors. The Tuesday morning session on tv includes a talk by Harry Harding, Young & Rubicam, New York, and a panel of Canadian station men on local live television programming.

CARTB closed business sessions will be held for the tv members March 27 and the full membership, both radio and tv, March 28.

Hoppy's Expensive

IN ANSWERING questions regarding the amount of money spent by BBC and ITA since the advent of commercial television in England, Sir Edward Boyle, Economic Secretary to the Treasury, stated they had been authorized about $1.33 million since July 1954.

Commenting on the statement, Harold MacMillan, Chancellor of the Exchequer, said that in view of the latest trade figures it was rather a large sum to pay out "for the sake of getting Hopalong Cassidy."

West Germany Reports 310,000 Licensed Tv Sets

THERE WERE an estimated 310,000 licensed tv sets in operation in West Germany Feb. 1 with the total number of licensed and illegally operated sets estimated at a half-million. West Germany also has an estimated 13,247,000 licensed radio receivers.

East Germany claims approximately 50,000 tv sets, although few of them are privately owned. Average price for East Zone sets is $60 to $70, the low price attributed to currency exchange rates.

CBLT (TV) Toronto, Ont., To Change Channel This Fall

CBLT (TV) Toronto, Ont., will change from ch. 9 to ch. 6 this fall, A. J. Ouimet, general manager of the Canadian Broadcasting Corp., has announced. The move is being made to allow the CBC station to go to maximum power of 100 kw at minimum cost, since maximum power on ch. 9 is 325 kw. Ch. 9 will be left open for a second Toronto station when government policy allows a second station in any Canadian cities. Objections have been raised in the Toronto area about the move, because of possible interference with reception of Buffalo, N. Y., stations on chs. 4 and 2, and Rochester, N. Y., on ch. 5. CBLT was the second station to go on the air in Canada in September 1952, and has been operating on 25.6 kw video power.

BBC, ITA Lose Rights To Producers' Feature Films

THE British Film Producers Assn. has advised its members not to make their films available in their entirety to either of England's television services, BBC and ITA. Prohibition applies only to the United Kingdom, the BFPA statement said, and moviemakers "should ensure that this prohibition is also observed by parties to whom they assign any rights in the pictures."

The ruling, made by the BFPA Executive Council, was unanimous and reportedly was caused by "several" full-length feature films from British studios which had been shown over British tv. BFPA added that the resolution was passed in order to put the position of British feature film producers in relation to television beyond all doubt.

10,507 Swiss Tv Sets

THERE were 10,507 licensed television sets in Switzerland on Jan. 1, an increase of 610 over the previous month. Sets in private homes accounted for 8,829 of the total with the remainder located in bars and restaurants.

LANDSCAPE: Deadman's style—It looks peaceful enough. But there's a guard tower nearby. The strip of earth is a no-man's-land, plowed to show the footprints of escapees. The workers are forced labor—captives of the Satellites. And in the countries behind them are 70 million others. Radio Free Europe talks to these people every day, bringing *truth*, building hope and continued resistance. Help keep it on the air. Send your truth dollars today to: **CRUSADE FOR FREEDOM, c/o Local Postmaster.**

Radio Circulation Surveyed In Four Canadian Provinces

A REPORT on the daily circulation of Canadian radio stations in the provinces of Manitoba, Saskatchewan, Alberta and British Columbia has been released by Elliott-Haynes Ltd., Toronto, Ontario.

The report is divided into three sections, the first giving the census divisions in each province, estimated number of homes, percentage of radio homes, and number of radio homes. The second part gives the report for each census division by stations with percentage and number of daily circulation. The third part gives the data by stations, showing circulation in number and percentage in each census division reached by the station and the total circulation.

Six-Nation Radio Hook-Up

A SIX-NATION radio hook-up was heard live throughout France Thursday following a "simultaneous premiere" of a new French picture, *Si Tous les Gars du Monde* in Paris, New York, Rome, Berlin, Moscow and Oslo, through worldwide facilities of the Radiodiffusion-Television Francaise. The broadcast, occurring at about 4:30 p.m. EST and at the corresponding time in the European cities, covered public reaction to the film at each theatre. Since the picture's theme concerns a rescue on the high seas prompted by an SOS signal, each of the six announcers read the testimony of persons rescued under similar circumstances.

260,000 Tv Sets in France

LICENSED tv sets now in operation in France number more than 260,000 and the total is expected to increase to 450,000 by the end of this year. French manufacturers also believe that the total could be increased to 700,000 by the end of 1957 and to 6,000,000 by the end of 1958.

The following stations are to be put into operation during 1956: Algiers, Bordeaux, Bourges, Caen, Cherbourg, Mulhouse, Moselle, Nice, Rouen, Toulon, Tunis. In 1957, stations in Amiens, Limoges, Nantes, Puy-de-Dome and Renness are planned to be added. Areas now actually served by tv in France are Paris, Lille, Lyon, Marseille, Dijon, Grenoble, Metz, Nancy, Reims and Strasbourg.

HURDLES LANGUAGE BARRIER

THE "Who's-on-First" trouble in identifying Italian operatic arias on the air was claimed to have been amicably solved last week by WOV New York. WOV announcers now comment on operatic selections during the station's two daily opera broadcasts—in English spiced with "a genuine Italian accent." Public reaction to this innovation might be summed up by one letter received by the station: "Thank you," wrote the listener. "I can now determine whether you are about to broadcast an aria from Pagliacci or an Italian version of 'Mary Smith's Second Husband.'"

CBS-TV O&O'S EXCHANGE SERIES

A FIVE-MINUTE, non-denominational religious sign-on and sign-off film program, *Give Us This Day*, produced locally by the four CBS o&o stations in New York, Chicago, Milwaukee and Los Angeles, will be exchanged, station-to-station, starting March 1. Under "a new production-exchange policy," each of the stations (WCBS-TV, WBBM-TV, WXIX [TV] and KNXT [TV]) will pool their individual films, rotating them among the four, thus giving each station a schedule of 730 annual broadcasts, two for each day with a surplus of 10.

WRIS BIRTHDAY CELEBRATION

ENTERING its fourth year of broadcasting, WRIS Roanoke, Va., has been celebrating all month long in air promotions, brochures and print ads. The event has been used to focus attention on services of daytime radio, as well as WRIS' birthday, a policy to be extended to all Cy N. Bahakel stations in Virginia, West Virginia, Kentucky, Tennessee and Mississippi. Capping the WRIS observance the first week in March will be a "sponsor-appreciation" banquet for WRIS advertisers, agencymen and local officials.

RURAL FMS AIR DEFENSE SHOW

FIVE-MINUTE daily program series on civil defense information, *Civil Defense Calling*, began last Monday on a 10-station hookup of the New York State Rural Radio (FM) Network. The state's Civil Defense Commission programs, initially fed from CD headquarters in New York to the network's Ithaca headquarters each day, are rebroadcast at 6:25 p.m. EST to the following stations:

WHLD-FM Niagara Falls, WRRL-FM Wethersfield (Buffalo), WRRE-FM Bristol Center (Rochester), WHDL-FM Olean, WRRA-FM Ithaca-Elmira-Corning, WRRD-FM Syracuse-De Ruyter, WRUN-FM Utica-Rome, WWNY-FM Watertown, WRRC-FM Cherry Valley and WFLY-FM Troy-Schenectady-Albany.

The series covers daily CD activities, instructions and fall-out reports for various New York state areas. Broadcast material is supervised by the Commission's Radio Advisory Committee.

Mike With the Most

NEW BRAG for Lone Star boosters is the microphone-shaped mobile broadcasting studio which KNUZ Houston, Tex., calls "the world's largest microphone." The mobile facilities, named "Big Mike Studo," feature everything

needed for remote originations plus air conditioning, leather upholstery and thick carpeting.

'CHANCE' SHIFTS ON ABC-TV

ABC-TV's *Chance of a Lifetime* (Sun., 9-9:30 p.m. EST) will shift to Saturday, 10-10:30 p.m. EST, effective March 3. The program is sponsored by Emerson Drug Co. and Olin Mathieson Chemical Corp.

ONTARIO STATION BOOKS FILMS

CHCH-TV HAMILTON, Ontario, has started first-run tv film features on its late show six nights weekly, sponsored by nine shopping plazas in its area. There will be two movie films each week, one being used Tuesday to Thursday, the second Saturday to Monday. This is the first time this type of operation has been tried in Canada, and is being televised on CHCH-TV in the belief that the largest percentage of viewers do not watch late shows on a daily basis.

WIBW CRUSADES FOR FARMER

IN A NEW EFFORT to do something about sagging meat prices, WIBW Topeka, Kan., has organized an announcement campaign among Midwest and Western radio stations to promote meat-eating, on the theory that as consumption rises, prices will follow. President Ben Ludy of WIBW has taken the lead, urging colleagues to program 40-50 ID announcements promoting meat seven days a week for at least 13 weeks. Many broadcasters have already made the campaign pay with resulting new business from packers, stockyards and retail distributors. Cooperating with WIBW, where the plan was conceived, is the Kan. Livestock Assn.

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VIEWERS DEMAND EXTENSION

KTTV (TV) LOS ANGELES took approximately a million Southern California viewers behind the Iron Curtain to Soviet Russia in its documentary study, *Russia Today—Uncensored.* Reaction the telecast stirred caused the station's biggest switchboard jam to date. Early calls in the course of the hour-long show persuaded KTTV at the last minute to air an extra half hour for a question-answer session with producer Myron Zobel.

WROL SPOTLIGHTS TENN. VALLEY

IN AN EFFORT to make the most of its entire coverage area WROL Knoxville, Tenn., is conducting a "Spotlight City" series on Tennessee Valley communities. Program Director Wayne Hudson gathers interviews—up to 26 a day—local band and glee club music from townspeople, and devotionals from local ministers. WROL then devotes an entire day to the "Spotlight City." The station reports not only cooperation from local editors and officials, but much listener interest as well.

KDKA-TV BREAKS SPORTS STORY

A REPORTED million-plus people saw KDKA-TV Pittsburgh break the news that local track star Arnie Sowell had been named *Sport Magazine's* "Man-of-the-Year" with actual award ceremonies on the station's 11 p.m. news and sports program. After the show KDKA-TV played host to newsmen who gathered for the story, and the station figured significantly in subsequent coverage of the award.

FC&B 'BITES' MEDIA

IN veritable man bites dog fashion, the Los Angeles office of Foote, Cone & Belding has put the "bite" on several hundred media salesmen who daily besiege the agency to sell time or space to advertise products handled by FC&B. Roy Campbell, executive vice president of the agency's Los Angeles office, devoted three days to a slide film presentation to the salesmen to bring them up to date on recent internal reorganization and policies. Radio-tv station and network representatives, newspapers and magazines attended. Mr. Campbell introduced key media people to each group, assuring them FC&B will never stop looking for new business and expansion.

$53,752,000 IS A LOT OF HAMMERING!

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FOR THE RECORD

Station Authorizations, Applications

(As Compiled by B • T)

February 16 through February 22

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna, aur.—aural. vis.—visual. kw—kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am and Fm Summary through Feb. 22

	On Air	Licensed	Cps	Appls. Pending	In Hearing
AM	2,827	2,823	212	357	158
Fm	538	528	50	19	1

FCC Commercial Station Authorizations
As of January 31, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,813	520	151
Cps on air	21	18	333
Cps not on air	120	16	105
Total on air	2,834	538	484
Total authorized	2,954	554	589
Applications in hearing	147	1	161
New station requests	242	3	26
New station bids in hearing	98	0	105
Facilities change requests	153	5	32
Total applications pending	863	57	368
Licenses deleted in Jan.	0	3	0
Cps deleted in Jan.	0	1	7

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through Feb. 22

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	347	98	445
Noncom. Educ. on air	14	6	20

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	306	309	615[1]
Noncom. Educational	20	17	37[2]

Applications filed since April 14, 1952:
(When FCC ended Sept. 28, 1948–April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	968	337	762	543	1,305[3]
Noncom. Educ.	60		33	27	60[4]
Total	1,028	337	795	570	1,365[5]

[1] 163 cps (32 vhf, 131 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Hot Springs, Ark.—Video Independent Theatres Inc., granted vhf ch. 9 (186-192 mc); ERP 151 w vis., 76 w aur.; ant. height above average terrain 660 ft., above ground 110 ft. Estimated construction cost $37,822, first year operating cost $100,000, revenue $100,000. Post office address P. O. Box 1334, Oklahoma City, Okla. Studio and trans. location Hot Springs. Geographic coordinates 34° 30′ 20″ N. Lat., 93° 04′ 24″ W. Long. Transmitter ACL Prod., ant. Prodelin. Legal counsel Spearman & Roberson, Washington, D. C. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Applicant owns 12.5% of **KWTV (TV) Oklahoma City, Okla.,** and is vhf permittee in Santa Fe, N. M. **C. B. Akers,** principal in Video Independent Theatres, is asst-secy., dir., general manager and approx. 2% owner of **KVOO-TV Tulsa, Okla.,** and 5.267% owner **KGLC Miami, Okla.** Granted Feb. 16.

New Orleans, La.—Greater New Orleans Educational Television Foundation Inc., vhf ch. 8 (180-186 mc); ERP 25.7 kw vis., 14.8 kw aur.; ant. height above average terrain 380 ft., above ground 497 ft. Estimated construction cost $402,915, first year operating cost $133,071, revenue $494,335.92. Post office address 701 Carondelet St., New Orleans. Studio and trans. location New Orleans. Geographic coordinates 29° 59′ 06.25″ N. Lat., 90° 06′ 13.5″ W. Long. Trans. DuMont, ant. RCA. Legal Counsel Baldwin Haspel & Molony, New Orleans. Consulting engineer Lindsey G. Riddle, New Orleans. Permittee is non-stock, non-profit organization, members of which hold no radio-tv interests. Granted Feb. 16.

APPLICATION

Victoria, Tex.—Victoria Television Co., uhf ch. 19 (500-506 mc); ERP 500 w vis., 160 w aur.; ant. height above average terrain 305 ft., above ground 310 ft. Estimated construction cost $67,635, first year operating cost $84,000, revenue $120,000. Post office address 911 St. Joseph St., Dorchester Apts., Dallas, Tex. Studio and trans. location Victoria. Geographic coordinates 28° 49′ 15″ N. Lat., 96° 58′ 57″ W. Long. Trans. and ant. Electronic Laboratories. Legal counsel McKenna & Wilkenson, Washington, D. C. Consulting engineer Commercial Electronics Corp., Dallas. Sole owner is **O. L. Nelms,** diversified business interests in-

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cluding real estate. Filed Feb. 17.

PETITION

Bishop, Calif.—KIBS Bishop petitions FCC to amend sec. 3.606 by adding either ch. 8, 3, 17, 19, or 23 to Bishop. Announced Feb. 17.

Existing Tv Stations . . .

APPLICATIONS

WPFH (TV) Wilmington, Del.—Seeks cp to make ant. and other equipment changes. Ant. height above average terrain 1,000 ft. Filed Feb. 21.

KVOS-TV Bellingham, Wash.—Seeks mod. of cp to change ERP to 36 kw vis. and 19.5 kw aur. Filed Feb. 21.

New Am Stations . . .

ACTION BY FCC

Ponce, Puerto Rico—Ponce Bcstg. Corp. granted 1170 kc, 250 w, unl. Post office address Julius H. Conesa, Box 511, Guayama P. R. Estimated construction cost $10,821, first year operating cost $36,000, revenue $42,000. Principals include Pres. **Charles Cordero** (20%), general manager, **WXRF Guayama**; Treas. **Dr. Luis F. Sala** (20%), surgeon; Secy. **Jenaro Scarano** (20%), physician, and **Julius H. Conesa** (20%), chief engineer, WXRF. Granted Feb. 16.

APPLICATIONS

Ridgecrest, Calif.—Indian Wells Radio, 1220 kc, 1 kw D. Post office address 3426 N. Knoll Dr., Hollywood, Calif. Estimated construction cost $13,670, first year operating cost $36,000, revenue $42,000. Sole owner is **Victor M. Farel**, engineer. Filed Feb. 17.

Twenty-Nine Palms, Calif.—Sunshine Bcstg. Co., 1230 kc, 210 w unl. Post office address Joe Davis Dr. and Halsey Ave., Twenty-Nine Palms. Estimated construction cost $8,048, first year operating cost $24,000, revenue $36,000. Principals include **B. J. Fitzpatrick** (60%), owner of **WSFE Needles, Calif.**; **T. J. Cacioppo** (10%), engineer, **KMED Medford, Ore.**, and **H. L. Fitzpatrick** (10%), KSFE announcer. Filed Feb. 20.

Palatka, Fla.—Tidewater Broadcasters, 1390 kc, 1 kw D. Post office address P. O. Box 501, Gainesville, Fla. Estimated construction cost $10,000, first year operating cost $30,000, revenue $36,000. Principals are equal partners **Alfred H.** and **Alma H. Temple**, owners of **WDSR Lake City, Fla.**, **Rudolph H. Chamberlin**, 32% owner of **WGGG Gainesville, and Dorothy L. Chamberlin**, no business interests. Filed Feb. 21.

Jesup, Ga.—Wayne Bcstg. Co., 990 kc, 1 kw unl. Post office address 296 N. First St., Jesup. Estimated construction cost $32,242, first year operating cost $24,500, revenue $75,333. Principals are equal partners **Talmus O. Collins** and **Herman Morris**, co-owners of automobile service station. Filed Feb. 21.

Camden, Tenn.—Camden Bcstg. Co., 1220 kc, 250 w D. Post office address 1102 W. South St., Mayfield, Ky. Estimated construction cost $11,383, first year operating cost $24,000, revenue $36,000. Principals in applicant own **WKTM-AM-FM Mayfield**. Filed Feb. 21.

APPLICATIONS AMENDED

Little Rock, Ark.—Cecil W. Roberts and **Jane A. Roberts**, joint tenants, application for cp to operate on 1450 kc, 250 w, unl. amended to make changes in ant. system (increase height). Amended Feb. 21.

Little Rock, Ark.—Sepia Bcstg. Co. application for new am to operate on 1460 kc, 1 kw D amended to change to 1590 kc, change trans. location and specify remote control location. Amended Feb. 21.

Jacksonville, Fla.—Joseph M. Ripley Inc. application for cp for new am to operate on 800 kc, 500 w D amended to change to 550 kc, 1 kw and make equipment changes. Amended Feb. 21.

Pasco, Wash.—Music Broadcasters application for cp for new am to operate on 800 kc, 250 w D amended to change to 910 kc, 500 w and make equipment changes. Amended Feb. 21.

Wenatchee, Wash.—Queen Bcstg. Co. application for cp to operate on 930 kc, 1 kw D amended to change to 980 kc. Amended Feb. 21.

Existing Am Stations . . .

ACTIONS BY FCC

KPLN Camden, Ark.—FCC dismissed application of D. R. James Jr. for license to cover cp issued to Mid-South Bcstg. Co. for new am (KPLN) to operate on 1370 kc, 1 kw D; declared cp forfeited and deleted call letters. (Application for assignment of cp to James was denied Dec. 7, 1955, and no application has been filed for license to cover cp issued.) Action of Feb. 17.

WINX Rockville, Md.—Seeks mod. of cp to change from DA-2 to DA-N, on 1600 kc, 500 w N, 1 kw D with remote control of trans. during D. Granted Feb. 17.

KQUE Albuquerque, N. M.—Granted mod. of cp to change from 860 kc to 920 kc with 1 kw D, 500 w N, DA-N. Granted Feb. 17.

WGBB Freeport, L. I., N. Y.—Granted increase in power from 100 w to 250 w, operating on 1240 kc. Granted Feb. 17.

WPAC Patchogue, N. Y.—Granted increase in power from 1 kw to 5 kw, operating on 1580 kc. Granted Feb. 17.

WHOL Allentown, Pa.—Granted petition to extent of mod. Commission order of Jan. 4 to permit continued operation until midnight of 30th day subsequent to entry of order of Supreme Court denying WHOL's petition for certiorari, or entry of order by either Supreme Court or Court of Appeals otherwise finally disposing of its court appeal. Action of Feb. 17.

APPLICATIONS

KCMJ Palm Springs, Calif.—Seeks cp to change from 1340 kc to 1010 kc, change power from 250 w to 1 kw, install DA-2 and make equipment changes. Filed Feb. 21.

KFTM Fort Morgan, Colo.—Seeks cp to change hours from D to unl., change from 1260 kc to 1400 kc and power from 500 w D to 250 w unl. Filed Feb. 21.

WGMA Hollywood, Fla.—Resubmits application for cp to increase power from 500 w D to 1 kw D. Resubmitted Feb. 21.

WCBQ Sarasota, Fla.—Seeks cp to replace expired cp which authorized new am to operate on 1220 kc, 250 w D. Filed Feb. 21.

WTAB Tabor City, N. C.—Seeks cp to change power from 1 kw D to 5 kw D. Filed Feb. 21.

WLAF LaFollette, Tenn.—Seeks cp to increase power from 100 w to 250 w. Filed Feb. 21.

APPLICATIONS AMENDED

KTKT Tucson, Ariz.—Application for cp to change from 1490 kc to 990 kc, increase power from 250 w to 10 kw, change hours from unl. to D, make equipment changes and change trans. location amended to make DA pattern changes. Amended Feb. 21.

KHOZ Harrison, Ark.—Application for cp to change from 1240 kc to 1220 kc, increase power from 250 w to 1 kw, change hours from unl. to D and make equipment changes amended to change to 900 kc, power to 250 w and revise equipment change request. Amended Feb. 21.

KDEF Albuquerque, N. M.—Application for cp to change from 1030 kc to 1150 kc, change hours from D to unl. using 500 w N, 1 kw D and permission to operate trans. by remote control amended to change hours to D only with 1 kw. Amended Feb. 21.

PETITION

NARTB Washington, D. C.—Petitions FCC to amend sec. 3 in various operations; sec. 3.66 remote control operation of standard broadcast stations by amending sec. 3.66 (a) and adding new subsections 3.66 (b), 3.66 (c), and 3.66 (d). Announced Feb. 17.

Existing Fm Stations . . .

ACTION BY FCC

Conelrad—Commission finalized rule-making and amended part 3 of rules to incorporate part of Conelrad plan which pertains to conduct of non-commercial educational fm stations during alert. Amendments are effective Jan. 2, 1957, or on such earlier date as Commission may designate by subsequent order. Action of Feb. 17.

PETITION

NARTB Washington, D. C.—Petitions FCC to amend sec. 3 by deleting from fm broadcast stations sec. 3.274 phrase "which is authorized with trans. power output of 10 kw or less" and deleting from non-commercial educational fm broadcast stations sec. 3.572 phrase "which is authorized with trans. power output of 10 kw or less," thus authorizing remote control of trans. Announced Feb. 17.

Ownership Changes . . .

ACTIONS BY FCC

WQIK Jacksonville, Fla.—Granted transfer of control to Radio Jax Inc. for $85,000. Principals include Pres.-Treas. **Carmen Macri** (100%), majority owner of **WWOK Charlotte, N. C., WOBS-TV Jacksonville**, and non-stockholding officer of **WLBS Birmingham, Ala., WABR Winter Park, Fla.**, and **WEAL-TV Orlando, Fla.** Mr. Macri is majority stockholder of applicant for new am to operate in Palatka, Fla. See Jacksonville grant below. Granted Feb. 16.

WOBS Jacksonville, Fla.; WWOK Charlotte, N. C.—Granted assignment of licenses to **Rounsaville of Charlotte Inc.** and **Southern Radio & Equipment Co.**, respectively. Transaction is exchange of stations plus Rounsaville payment of additional $50,000 to Southern. Rounsaville was licensee of WWOK and Southern was licensee of WOBS. **WOBS-TV Jacksonville** is not involved in sale. Granted Feb. 16.

WRDW-AM-TV Augusta, Ga.—Granted transfer of control to Southeastern Newspapers Inc. for $1 million. Augusta Newspapers (*Augusta Chronicle*) owns all of Southeastern. **William S. Morris** owns more than 51% of Augusta Newspapers. Granted Feb. 16.

KRES St. Joseph, Mo.—Granted transfer of control to **KRES Radio Corp.** for $24,077. Sale is settlement of estate. No new stockholders are brought into station ownership; no individual owns as much as 50% interest. Granted Feb. 21.

WFBL Syracuse, N. Y.—Granted assignment of license to **WTAC The Big Station Inc.** for $227,500. WTAC is 100% owned by Radio Hawaii, wholly-owned subsidiary of Founders Corp. Founders owns 50% of **KTVR (TV) Denver, Colo.** Radio Hawaii owns **KPOA Honolulu, Hawaii**, and **WTAC Flint, Mich.** Granted Feb. 16.

WNOS-AM-FM High Point, N. C.—Application for assignment of license to Statesville Bcstg. Co. returned; incorrectly signed. Action of Feb. 21.

WACH-AM-TV Newport News, Va.—Granted involuntary assignment to **Russell A. Collins**, court appointed receiver in bankruptcy proceeding. Granted Feb. 21.

APPLICATIONS

WSPC Anniston, Ala.—Seeks acquisition of control of licensee by **S. B. Ingram** for $2,343. Mr. Ingram, presently 38.1% owner, will be 55.5% owner after approval of transaction. Filed Feb. 20.

KBHS Hot Springs, Ark.—Seeks transfer of control to **A. M. McGregor** for $47,000. Mr. McGregor is former stockholder in **KSTT Davenport, Iowa.** Filed Feb. 21.

KRNO San Bernardino, Calif.—Seeks transfer of control to **Norman H. Rogers** and **George W. Brock**, for $33,000. Messrs. Rogers and Brock, among present principals, will be sole owners after completion of transaction. Filed Feb. 17.

KLVC Leadville, Colo.—Seeks assignment of license to **Raymond E. Roberts** for $28,000. Mr. Roberts is former editor and publisher of *Colorado Wonderland* magazine. Filed Feb. 21.

WHBO Tampa, Fla.—Seeks assignment of license to Gateway Broadcasters Inc. for $15,000 plus rental at rate of $12,000 per year for 10 years. Principals include Pres.-Treas. **John A. Boling**, former owner of **WQIK Jacksonville, Fla.** Filed Feb. 21

WTAY Robinson, Ill.—Seeks assignment of license to Ann Bcstg. Corp. for $6,630 plus assumption of 49% of corporate debt. New principals are **Roger L. Moyer** (39%), former owner of **WTIM Taylorville, Ill.**, and **James Hilderbrand** (10%), general manager of WTIM. Filed Feb. 20.

WTIM Taylorville, Ill.—Seeks assignment of license to Moyer Bcstg. Corp. for $33,000. New

(Continues on page 132)

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Wanted: Experienced manager and engineer for 250 watt radio station to be built in thriving lower Michigan city. Write giving experience, age, other personal data, including salary expected to Box 365F, B•T.

KBUS, Mexia, Texas, on the air in May, seeking station manager. Prefer man presently employed in Texas vicinity. Present commercial or assistant manager considered. Complete resume to J. B. McNutt, KBUD, Athens, Texas.

Commercial manager and sports director. $5200 yearly base pay plus percentage. Must be exceptionally high calibre salesman for single station market. Write KOCA, Kilgore, Texas.

Wanted: Sales manager for 1000 watt independent daytime station. Must be detail minded with creative imaginative to turn ideas into sales. Guaranteed $100.00 per week draw and 15% commission on sales. Here is a chance for the right man to make money and grow with a sound company operating three radio stations. Apply Phillip Brady, Radio Station WAPF, McComb, Miss.

Salesmen

Top money making southeastern independent needs salesman with creative advertising ideas. Musical and dramatic production furnished for spot recordings. Liberal draw and accounts to start. Rush resume to Box 446F, B•T.

Progressive small market, northwest net station needs local salesman who can produce to work toward commercial managership. We have the attributes, we pay guarantee—commission plus mileage, plus liberal bonus to producers. No copy, etc. Write details to Box 538F, B•T.

Wanted—experienced salesman. Guarantee plus commission with red hot music and news station near Washington, D. C. Box 573F, B•T.

Salesman—Multiple operations advertising company needs top-notch producer. Exceptional earnings plus guaranteed draw. Write fully. Box 574F, B•T.

Michigan daytime independent needs experienced salesman. Draw and commission. Market over 100,000 growing. Contact Joe Butler, WKLZ, Kalamazoo, Mich.

1000 watt daytimer, deep in Dixie, needs a young, experienced, aggressive commercial manager with sales ability. Those interested send background and photo to Bill Stewart, Box 689, Bogalusa, La.

VALUABLE FRANCHISE FOR EXECUTIVE SALESMEN

Well rated concern national in scope. Advertising or intangible experience necessary. No investment or inventory. A business of your own with protected territory. Men must be of high caliber, educated, nice appearance, and experienced in calling on top management. Reference required. 95% renewal year after year. We have testimonial letters from over 80% of our customers. This is a startling new idea, but old enough to be proven. This is prestige advertising and Public Relations in its most palatable form. We are now setting up restricted territory. Our plan of pay is much better than a draw. If you can meet the requirements above and will conscientiously work for two years, your renewals will be enough to retire on. We pay you immediately although we bill customers monthly. Write RANDALL, Suite 100, BUSINESS DIGEST & FORECAST, 1724 20th St., N. W., Washington 9, D. C.

RADIO

Help Wanted—(Cont'd)

Experienced salesman or saleswoman. Salary plus commission. WKNK, Muskegon, Michigan.

Announcers

Outstanding, experienced announcer, must be tops or do not apply. References required, salary open. Give complete details first letter. Georgia station. Box 503F, B•T.

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Small Oklahoma station needs experienced announcer with restricted license. Prefer someone from this part of country. A pleasant place to work. Pay will average about $75 per week. Send audition tape with complete details about self. Not interested in drinker. Box 512F, B•T.

Remunerative position for good announcer, capable, good education, who would like to work into sales. Permanent position, 5000 watt CBS Rocky Mountain region. Send photo tape, all details including salary desired. Airmail, Box 530F, B•T.

Top morning announcer wanted. Want hillbilly or character type. Must be experienced, reliable. NBC Virginia station. Give full details, references in your first letter. Box 559F, B•T.

5 kw southeastern independent needs top-notch county DJ to sell own show. First phone preferred but not necessary. Send picture, resume. Salary and commission. Box 560F, B•T.

Wanted by new daytime kilowatt in Arizona, a versatile, experienced announcer with 1st class ticket . . . for morning shift in the hunting and fishing paradise of America. Excellent pay and working conditions. No drunks or floaters, references and tape audition required. Send resume, picture and tape to Box 580F, B•T.

Leading midwest clear channel radio station with vhf-tv needs 2 talented personalities. Ability to do adlib show with talent—musicians a must Staff work also important. Only experienced—employed persons need apply. Box 584F, B•T.

Still looking for a good, experienced staff announcer. If you would like to work for one of Kansas' top radio stations, send us your audition along with a letter telling us all about your experienced, martial status, salary requirements and a ist of references. This is a permanent position for the right man. Prefer man from Kansas or one of the adjacent states. Send full details to Box 585F, B•T.

Announcer—operate board. First class license desirable, but not required. Progressive ABC-Mutual station in growing city. Call or write KVOC, Casper, Wyoming.

Announcer-engineer, pleasant living conditions, plus good opportunity for advancement. Contact WACB, Kittaning, Pa.

Announcer: Sincere, friendly personality. Able to run pop, hillbilly, or gospel shows. Here's your chance to join popular progressive station. Paid vacation, sick leave. Starting salary depends upon ability. Rush tape, letter to WACL, Waycross, Georgia.

Need announcers and continuity writer for new 500 watt daytimer. Excellent opportunity with a future. Contact Sydney E. Byrnes, WADS, Main Street, Ansonia, Conn.

Wanted: Announcer for 1000 watt daytimer independent. Must know-how to work. Have good voice. Only experienced men wanted. Apply Phillip Brady, Radio Station WAPF, McComb, Miss.

$90.00 per week—announcer-engineer. Only top man need apply. WCLG, Morgantown, W. Va.

We need announcer-first phone, pronounce classical music names, terms. Great opportunity! Tape, with pronunciation, to WCRB, Boston 54, Mass.

RADIO

Help Wanted—(Cont'd)

New 1 kw daytime, alone in good market seeks (1) combo man, (2) newsman, (3) program director who can do anything. Write Bob Nems, WESO, Southbridge, Mass.

We are looking for radio announcer with experience. Assistant program director possibilities. Am-fm operation on Lake Eries shores. Contact by mail or telephone WICA, Ashtabula, Ohio.

Deejay. With personality and selling ability. Must know music and news type operation. Good salary and working conditions. Send tape to: C. F. Walker, WKDA, Nashville, Tennessee.

Morning man. Rural station near Washington, D. C. Salary commensurate with ability, experience. Rush tape, photo, resume. WKIK, Leonardtown, Maryland.

Announcer with training and experience. Must be able to do combination work and operate board. At least restricted operator's license required. Send audition, snapshot, references and past experience to: WKWF, Key West, Florida.

Announcer, some experience necessary. All-around ability desired. Good fringe benefits, state salary, availability in application. WLEC, Sandusky, Ohio.

Staff announcer, interesting job on popular music, plus convincing commercials and news. Send tape, resume. WMAS, Springfield, Mass.

No. 1 Negro station, WOKJ, Jackson, Miss. has 1st opening for DJ. No novices. Must be good. Send tape, references, experience and photo immediately. William Anderson, PD.

Grow with us. New CP for WPVL, Painesville, Ohio, to open early April. Big opportunity experienced announcer. $70 to $90 starting if qualified. Rush 7½ IPS tape, resume and photo to WVSC, Somerset, Pa.

Wanted: Young experienced staff announcer for permanent position. $65.00 for a 40 hour week. Contact C. F. Wood, Jr., WVOT, Wilson, N. C.

Northwest graduates working in radio and tv (including Northwest Broadcasting School graduates) we are forming a national alumni association and I have a special gift for you. Get in touch with me as soon as possible. Bill Sawyer, 1221 N. W. 21st Avenue, Portland 9, Oregon.

Technical

Studio technical personnel for radio and television operation in midwestern metropolitan market. Radiotelephone first license required. Very best of equipment, and excellent employee relationship. State experience, education, draft classification, and provide a recent snapshot. Reply Box 390F, B•T.

Engineer to install and service specialized audio devices over large territory in U. S. Good salary plus expenses. Transportation supplies. Applicant should include list of experience and references. Personal snapshot must be included (not returnable). Box 489F, B•T.

Radio station Iowa. Wanted immediately: Chief engineer, announcer-engineer—1st ticket. Good pop DJ. Female continuity writer. Ideal working conditions. Send tape, photo and complete resume in first letter. Box 565F, B•T.

Engineer-announcer. Combination position open. Contact Gene Ackerley, KCOW Radio, Alliance, Nebraska.

Immediate opening for chief engineer with pleasing mike delivery. Liberal salary. KMHT, Marshall, Texas.

Immediate opening for 1st phone (combo) chief engineer at 1000 watt independent daytimer. Pleasant working conditions with excellent salary. 2 week paid vacation. Opportunity for advancement. Send resume and tape to KTFY, Brownfield, Texas. No drifters or barleycorns.

Wanted at once. Engineer-announcer or salesmen. $90.00 a week. Temporary position until early April. WBRV Radio, Boonville, N. Y. Phone 11.

Programming-Production, Others

Come make beautiful music. Need experienced copywriter to continue make cash registers sing. Send resume, sample sell material and salary requirements. We're progressive kilowatt independent in southern New England. Box 526F, B•T.

Wanted: Gal-Friday experienced in copy and traffic by Florida small town station. Full information first letter. Box 543F, B•T.

RADIO

Help Wanted—(Cont'd)

Newsman—combined radio-tv news department needs experienced, qualified reporter-broadcaster, preferably with college journalism degree. Box 572F, B•T.

Girl copywriter for top radio station in top market. Excellent pay for real producer. Immediate. Send resume, photo and samples. Box 588F, B•T.

Help wanted: Someone to write local news and do parttime announcing shift, prefer married man of 25 or older. Start at $60 for 48 hours. Must be from midwest or south. Box 590F, B•T.

Experienced continuity writer. Male or female. Must service accounts. Give background, references, work samples, photograph, salary. KHUB, Watsonville, California.

Newsman, to gather, write, deliver. Leo Jylha, WBCM, Bay City, Mich.

Situations Wanted

Managerial

Thirty years old, ten years experience programming and sales. Seek job as manager in deep south, preferably Florida. Excellent references. Box 298F, B•T.

Sales manager-general manager. My owner has sold; new owner takes over personally. I'm available. Over $100,000 personally signed contracts past year. Have withholding slips testifying to twelve year am-tv experience record of proven know-how showing $14,000-$18,000 annual earnings. Sales and managerial record substantiated by my owner and industry personages. Every consideration, small or large market, held confidential and appreciated. Box 551F, B•T.

Sales manager, metropolitan experience, will organize, train, direct and sell. Guarantee to boost your local and national sales. Box 552F, B•T.

Twenty years radio-television management, general operations and sales. Prefer general management, but consider attractive sales or program proposal. Box 562F, B•T.

Manager nineteen years . . . knowledge all phases. Can direct sales. Tv experience. Box 569F, B•T.

Outstanding sports man and commercial manager now available after 3 years at this location. Have raised revenue of this station more than double. Family man, desires west or northwest. Call Kilgore, Texas 7245.

Salesmen

Salesman-announcer, experienced. Settled, sober, have car. References present employer. Must earn $100 weekly. Box 547F, B•T.

3 years experienced radio selling in Wisconsin city of 15,000 population. 3 years experience other advertising. Family man. Reliable. Loyal. Sober. Permanent. Easy to get along with. Prefer small station in upper midwest or west. Box 578F, B•T.

Announcers

Florida—good experienced announcer wants good permanent job. Box 269F, B•T.

Sports announcer experienced desires play-by-play baseball position for '56 season. Box 368F, B•T.

Versatile announcer. 2 years experience. Desire position with friendly station. Box 490F, B•T.

Announcer seeking steady position in Florida; good background, board operation, strong music, news. Box 527F, B•T.

Announcer, one year experience; third class ticket; wants small station Georgia, Alabama, Florida. Box 536F, B•T.

Attention: Florida, Georgia and Dixie. Versatile announcer, DJ, sports, experienced. Box 541F, B•T.

Announcer-salesman, mature but progressive, long experience. Sober, hard worker. Have car, family, must earn $100 weekly. Present employer reference. Box 546F, B•T.

Trained experienced announcer. Excellent taste in music, distinct news delivery. Desires position in small music-news station, New York State-New England. Box 548F, B•T.

Negro staff announcer. 27, strong news, DJ. Operate board. Experienced newspaper, public relations, sales. College graduate. Married, veteran. Tape available. Box 549F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Excellent air salesman-newscaster. Family. Interested permanent position northeast—west. Prefer New England, New York State area. Box 550F, B•T.

Here's the right negro girl for radio and tv!!! Experienced. Single. Will travel. Box 555F, B•T.

Top negro DJ. Pops to rhythm and blues. Top commercial. Will travel. Tape, photo, data available. Box 556F, B•T.

Recent broadcast school graduate. Good DJ, news, sports, board, tape. Box 557F, B•T.

Announcer—sportscaster, 12 years experience, play-by-play, newscasting, special events, DJ, programming. Box 566F, B•T.

Experienced announcer desires position in New England. Now employed but available on demand. Good references. Box 568F, B•T.

Experienced announcer. Strong on news, DJ, programming, mature delivery. Can adapt to sports. Single. Quality boardman. Not drifter Box 571F, B•T.

Southeast or North Carolina station wanted by recent graduate of Chicago radio school as staff announcer. Box 576F, B•T.

Where can experienced sports announcer find a permanent job within 200 miles of Chicago? Over eight years experience. Married. Can do news, music, and special events. Is $100 per week too much? Box 579F, B•T.

Deep resonant voiced announcer with working knowledge of the business. Prefer news, commercials, DJ. Available immediately. Box 581F, B•T.

Staff announcer. 3rd ticket. Recent broadcasting school grad. Knowledge all phases. Box 582F, B•T.

Announcer. Exceptional versatility. Excellent play-by-play all sports. Personality DJ. Minimum $100.00. Prefer west-southwest. Will consider others. Box 583F, B•T.

Negro DJ, tape excellent, references. Walter Betner, 126-36 149th Street, Jamaica, L. I., N. Y.

Experienced all phases. Single, 24, draft exempt. Charlie Doll, 907 Clinton Hoboken, N. J. HO 4-9976.

DJ, sports, versatile, experienced, ambitious, married, vet. Pete Franklin, 1007 Propp Ave., Franklin Square, L. I., N. Y. Floral Park 2-6286.

Management change. Ray Hayes, disc jockey available. Play-by-play. Fairmont, West Virginia. 5000 evenings.

News, PP sports, DJ, young radio or tv, midwest. Working. Want better opportunity. Phone 8-8091, Springfield, Illinois. Dick Hill.

Announcer—first phone. 4 years experience, radio and tv. Strong news, commercials, and DJ. Married, family, 24 years. Available now. Bob Howard, 2933 W. Eloika, Spokane, Wash. Fairfax 0695.

Night man, experienced, will travel. Prefers Florida market. Good news and DJ. Salary required $60. Call Allen Richards, BO 8-2510, 67-40 110th Street, Forest Hills, L. I.

RADIO

Situations Wanted—(Cont'd)

Technical

Chief engineer, good practical experience-construction-maintenance-directionals and measurements. Box 150F, B•T.

Chief engineer: 11 years experience with kilowatt, directional antenna and signal. Prefer Texas. Box 535F, B•T.

Man with FCC 1st phone available for transmitters shift, no announcing. No practical experience. College education. Write GSE, 821 19th Street, N. W., Washington, D. C.

Programming-Production, Others

Newscaster. Local reporter. Play-by-Play. 9 years all phases. Box 379F, B•T.

Combination continuity-sales-local news gal, 12 years experience, in market for radio, tv station looking for lot for their money. References proven talent, speed accuracy, results. Box 452F, B•T.

Experienced continuity director, 28, single, currently employed by 5 kw net affiliate in one of nation's 35 largest markets, desires similar position in New England. Also experienced in publicity, programming, traffic. Please state job requirements in reply. Box 488F, B•T.

Top-flight news director of 50 kw, clear channel station in top market available soon. Solid commercial story. New ideas. Top local and national awards. I can make your news department one of the best in the nation. Background in other aspects of programming. Will consider combination program-news job. Box 506F, B•T.

Farm director. Experienced farmer. Trained all phases broadcasting. Excellent references. Box 564F, B•T.

Hawaii: Experienced distaff reporter, copywriter, announcer desires radio job in islands. Box 575F, B•T.

Top-notch news director and broadcaster desires permanent position with progressive operation. Background includes: Newspaper reporting-public relations—nine years radio-tv. Full details-photo and tape on request. Box 586F, B•T.

TELEVISION

Help Wanted

Managerial

Manager capable of handling sales for an especially active television operation. Box 561F, B•T.

Salesmen

Wanted: Top tv salesman. **Must be experienced.** Salary and commission. Midwest tv station on low channel and full power. **Network affiliated.** Chance to become sales manager . . . **if you've got it.** Box 485F, B•T.

Wanted—experienced radio or tv salesman to sell television for major net affiliate in two station medium midwestern market. Salary and commission. Send complete resume and photograph to Box 553F, B•T.

Outstanding opportunity for experience tv salesman. Top 100 market. CBS station. Will pay big for big results. Send all details and salary requirements to Box 591F, B•T.

Technical

Engineer for operation and maintenance southeastern 100kw vhf station. Must be capable and willing to assume maintenance responsibilities. Box 529F, B•T.

(Continued on next page)

EXECUTIVE

Old established station is interested in an executive. Must be young, willing to work and know how to sell and direct sales.

Reply direct to A. Frank Katzentine, 924 duPont Building Miami 32, Florida.

TELEVISION

Help Wanted—(Cont'd)

Technical

Needed at once, transmitter engineer, 1st class license. Also, radio engineer, experienced in maintenance work. Contact Les Dunn, KTVR, Denver, Colorado.

Newspaper owned television station has immediate opening for maintenance engineer. Send complete background qualifications and photograph to Wallace Wurz, Chief Engineer, WTVH, Peoria, Illinois.

Programming-Production, Others

Prominent tv film production firm looking for top tv program ideas. Will develop and promote. Write Box 345F, B•T.

Announcer-director, or announcer to learn directing, needed for southwestern three station market. Send full information, tape, availability, salary, experience and photo to Box 540F, B•T.

Merchandising-promotion. Midwest major net affiliate needs experienced, creative promotion manager. Medium market, excellent opportunity. Box 554F, B•T.

Situations Wanted

Managerial

Sales manager: Thoroughly experienced—15 years—in all phases of radio and television sales functions and administration. Open record of sales accomplishments. Best references. Box 459F, B•T.

Salesmen

Salesman: Tv film sales or radio-tv time. Six years documentary film experience (non-selling) with government agency. Definite aptitude and enthusiasm for selling. College graduate. Well travelled. Married. Box 455F, B•T.

Top tv salesman desires station in eastern market. Now key man in small market. Manages local sales staff, regional, national sales. Writes, sells, produces own commercials and shows. Responsible family man. Box 539F, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Announcer, five years radio-tv all phases. Low pressure, strong on news. Twenty-five and married. Pennsylvania or Ohio. $80 weekly. Available immediately. Box 537F, B•T.

Experienced announcer, who wants to join the team! Booth and camera; weather, news commercials, programming and general production work. Single, young and aggressive; desires aggressive operation. Box 542F, B•T.

Announcer: 2½ years, college graduate, veteran. At present, free lance tv in 2 billion dollar market. Box 544F, B•T.

Production-Programming, Others

Big news ahead! How's your coverage? Experienced versatile broadcaster, former radio-television news director and announcer, presently public relations manager medium sized industry, desires return to broadcast field. Single, 30, best references. Active personality showman with executive experience and spark that sells. Your inquiry appreciated. Box 312F, B•T.

Tv art director. Presently employed. Over 4 years television experience with reputation for top quality work. Excellent background and training in art and design field. Thorough knowledge of tv production, promotion, and advertising. Experienced as producer-director. Desire wider opportunity and responsibility with first rate, progressive station. Box 528F, B•T.

Program director with over ten years in radio desires television. All sports. Details on request. Box 531F, B•T.

Uhf in midwest market leaving air. Highly experienced producer director, production manager available May 1st. 2½ years in major and medium markets. Remotes, commercial, variety, you name it, I've done it. Own switching or TD. Married. 4-F, prefer mid-South, will consider other. Send for photo and resume. Box 532F, B•T.

Producer, director, cameraman—3 years experience all phases of production. Immediate availability. Box 534F, B•T or call Al Katona, Columbus, Ohio—Exter 8173.

TELEVISION

Situations Wanted—(Cont'd)

Tv producer-director currently with Indiana's largest station. Availability result of staff reduction. Three years tv experience in major and small markets. Five years previous radio announcing, sales, promotion, etcetera. Thorough theatre and musical background. Excellent community service record. Full documentation and highest references available. Box 563F, B•T.

Have gray flannel suit . . . will travel to position with future . . . director, announcer . . . ten years radio and television. Box 570F, B•T.

Tv director—producer. Seven years the major N.Y.C. station. Many credits. Executive experience. Box 589F, B•T.

2½ years all phases tv production. Cameraman, floor manager, director, property man, projectionist, film editing, etc. Excellent references. Salary open. Leonard Mirabel, 1460 Parkchester Road, New York City. TYrone 2-0835.

FOR SALE

Stations

Need tv chief engineer who likes southwest and will invest moderate amount in new vhf being built by successful am. Box 533F, B•T.

Fm—multiplexing station, sale or lease. Best equipment, 35,000 watts. Biggest market to sell background music and programs to Chicagolands 6.5 million people. Write Was Corvine, 2707 North Drake, Chicago 47, Illinois.

Mississippi small market priced under $50,000. Alabama single station market $29,737.57 total cost. Florida secondary market $15,000 cash will handle, balance of $35,000 payable over 5 years. Paul H. Chapman, 84 Peachtree, Atlanta.

Single-station market. Near Colorado Springs. Details to qualified buyers only. State your finances and affiliation first letter. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

BROADCASTERS THROUGHOUT THE COUNTRY FIND...

Time, worry and expense can be saved by calling Northwest *First*. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers
- Film editing equipment
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing — actually participating in closed-circuit productions.

Your collect wire or call is always welcome Call Northwest *first*. Our Employment Counselor . . . John Birrel . . . assures you of immediate, personal attention

SUBSCRIBER TO NARTB

NORTHWEST **RADIO & TELEVISION**

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

FOR SALE

Stations

In negotiating the sale of your radio or tv station, the Norman Company works quietly and confidentially. All details handled personally by Hugh R. Norman or George Norman. Write for listings. Box 534, Davenport, Iowa.

We offer good radio and tv buys thoroughout the United States. Ask for our free bulletin. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, Calif.

Eastern buyers should contact me for good sound buys in radio and tv stations. John Hanly, 1739 Connecticut Ave., N. W., Washington, D. C.

Equipment

Have your own complete sound effects library at a reasonable cost to you. 70 sound effects including boat whistle, door knock, door closing, laughing, water splash, footsteps, squeeky door, car starting, motor idling, car crash, etc. 70 sound effects which belong to you for $25. and your tape. Offer limited. Send today. All reproduction rights yours. Not from any previous recording or library service. Send today to Bill Hasbrook, KFXM, 512 Fifth Street, San Bernardino, California.

Various heavy duty RF components for 5kw and 10kw—capacitors, inductors, transformers, change-over relays, and meters. Write for complete list, Chief Engineer, WDSM, Duluth, Minnesota.

For sale: Complete 3kw fm equipment consisting of Federal 3kw fm transmitter with crystals for 107.7 and 102.9mc, GE frequency-modulation monitor, two bay Andrew multi V antenna with 85 feet of 1⅝ inch line and fittings, 40 feet of tower complete with guys and fittings for roof mounting. All of this equipment is in first class condition and almost new appearance. Can be seen in operation. A generous supply of space tubes. Price $5,000.00 cash F.O.B. Norton, Virginia. Contact WNVA, Norton, Virginia.

Booth Leasing Corporation—A national leasing service—which includes everything from store and office fixtures to executive aircraft—whereby you choose the equipment you need—new or used—BLC purchases it from your supplier, and places it in your studio, transmitter and office on flexible lease terms written to meet your specific requirements. Rentals paid under leases drawn as recommended by BLC are tax deductable expense items. For full information for your attorney, tax counsel and yourself, write, wire or phone Gene O'Fallon & Sons, Inc., Channel 2, TV Building, 550 Lincoln Street, Denver, Colorado, KEystone 4-8281.

3 Presto 6N recorders and amplifiers, 3 Magnecorder PT 6's many other items priced for quick sale. write Northwestern Recording, Inc., 411 S. W. 13th, Portland, Oregon.

Radio studio equipment: 1 Radiotone RA 16 dual disc cutter and playback with radio in portable case. 1-DuKane 11A75 tape recorder. 1-Seeburg "200" automatic record player. 2-66" Bud Gray Racks—original crates. 1-Ampex 450 tape reproducer. 60-Eltran 12" PM speakers. Bargain—Phone Craft Company, 427 No. Euclid Street, St. Louis, Missouri.

Ampex 402P excellent condition $599.50. 16" Rek-O-Kut G2 TT good condition $35.00. Presto 6-N with 85A amplifier $325.00. United Radio, Portland, Oregon.

Call letter items: Jewelry, car plates, mike plates, lapel pins, celluloid buttons, ash trays, bumper strips, satin banners, ties, etc. All books on broadcasting and telecasting! Lists free. Box 341, Decatur, Alabama.

WANTED TO BUY

Stations

Station wanted in southeast with cash requirements not too high. Station does not have to be making money. Reputable individual buyer. Reply Box 471F, B•T.

Wanted—fulltime radio station—southwest—operating in the red—P.O. Box 3752, Oklahoma City.

I currently have over 500 active buyers interested in buying stations in the south. Can we help you? Paul H. Chapman, 84 Peachtree, Atlanta, Georgia.

Listings wanted. Stations in Virginia, Tennessee, Kentucky, West Virginia, Carolinas and adjoining states. Roy E. Giles, Broker, 2812 Cove Road N. W., Roanoke, Va.

WANTED TO BUY

Equipment

All equipment necessary for 250 watt am operation tower to turntables. Box 470F, B•T.

Transcription libraries purchased, any service, old or current. Box 495F, B•T.

Wanted: Uhf transmitter for low channels 1kw. Also tower, antenna and accessories. Box 525F, B•T.

Used equipment. 1 kw uhf transmitter, diplexing equipment, 3⅛" transmission line and antenna to operate on channel 37. Must be in good operating condition. Box 592F, B•T.

Wanted: Used Magnecorder and amplifier, models PT6-AH and PT6-J. Good working order, KLOH, Pipestone, Minnestota.

Needed immediately used Klieg baby spots with or without barn doors. KSBW-TV, P.O. Box 1651, Salinas, California.

Need 250 watt transmitter and a self supporting tower from 150 to 250 in height. Advise Gene Newman, Radio Station WEZB, Tutwiler, Hotel, Birmingham, Alabama.

Used PT63-AH Magnecorder, either PT63-J or PT-7C amplifier, advise condition and cost. WICH, Norwich, Connecticut.

Interested in buying Gates SA-131 proof of performance kit. State condition and price. Contact Manager, WKAY, Glasgow, Kentucky.

Wanted: Used 5 or 10 kw fm transmitter—console —freq. meter—monitor. Want excellent equipment only. Haan Hi-Fi, 1655 W. 79th St., Chicago, Ill. ABerdeen 4-4200.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

FCC first class phone. After ten years successfully training men for their first class radiotelephone operators license, this same course is now available to you at home. Write the Don Martin School, Ext. Div., 1653 North Cherokee, Hollywood 28, California.

RADIO

Help Wanted

Salesmen

RADIO AND TELEVISION GROUP OWNERSHIP NEEDS ACTIVE FILE OF TOP-FLIGHT SALESMEN

If you have been in your present position three years or longer, send letter, photo and complete resume including earnings. Properties include major and smaller markets in East.

Box 272F, B•T

RADIO

Help Wanted—(Cont'd)

Salesmen

WANTED

Top-flight salesmen — Radio and TV — for Johnstown-Altoona area of Pennsylvania. Must have proven record of selling. Send full details to

Box 587F, B•T

WFTL
FT. LAUDERDALE, FLA.

Opening for 2 salesmen with proven record in Sales Management's #1 city. Not interested in announcers, engineers or combo men. We want salesmen!

Contact

Bob Bowles, General Manager

Production-Programming, Others

COPYWRITER WANTED

Ready to start March 15 or sooner. Must have experience and take charge of Copy Department. Write good sound copy that has sell—Salary open for right person. Send all information to:

Walt Teich
KOEL
Oelwein, Iowa

Situations Wanted

Managerial

MANAGER

Experienced selling manager leaving present part-ownership-management for personal reasons. Billing for years in six figures. Musical-dramatic-announcing experience. Compose jingles and hard hitting gimmick copy. Third ticket. Desire managerial assignment with salary based on selling ability. With or without investment. Location not a factor. Available 60 days. Available for interview.

Box 545F, B•T

RADIO

Situations Wanted—(Cont'd)

Managerial

MANAGER

Hard selling manager wants to invest and operate radio property midwest. Experienced all phases. Cash available. Write Box 567F, B•T

ATTENTION OWNERS AND GENERAL MANAGERS

If you need a top-flight right hand man to supervise internal station operation we will have available March 15 a family man under 30 with over 8 years solid experience in announcing, production, traffic, copy, programming, public relations and promotion. Outstanding all-around assistance to management in all phases. Not afraid of work, excellent character and credit references available. Leaving our employ due to our conversion to 100% Spanish language operation. If you are looking for outstanding executive material on its way up call Lowell Christison, 3-1259, Albuquerque, N. M., or contact me personally.

E. M. Sleighel
President
KABQ
3-1744
Albuquerque, N. M.

TELEVISION

Situations Wanted

Production-Programming, Others

TV PRODUCER-DIRECTOR (Production Manager)

Live network show experience. Top rated local shows (THAT SOLD OUT). Also ad Agency and radio background. Young, aggressive, top references.

Box 558F, B•T

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

Equipment

USED EQUIPMENT WANTED

1 Presto FC 11 Tape Recorder, (chassis only—no console or carrying case required).

2 Ampex Model 350 C (console type) tape recorders.

2 RCA 70 C turntables.

Station condition and best price on any or all items listed.

Contact:
John S. Phillips
WHTN-AM-FM-TV
P. O. # 1760
Huntington, W. Va.

(Continues from page 126)

principals are Vice Pres.-Treas. **Caterina Chesi** (20%), 10% owner **WBBA Pittsfield, Ill.**; Vice Pres. **John Corsiatto** (20%), appliance dealer, and **G. B. Meyer** (5%), 25% owner of WBBA. Filed Feb. 20.

WESO Southbridge, Mass.—Seeks assignment of license to WESO Bcstg. Corp. for $47,185. Principals include Pres. **Joseph L. Rosenmiller Jr.** (53%), H-R Television Representatives salesman; Vice Pres.-Treas. **Peter A. Bordes** (17%), marketing and business consultant, and **Joseph C. Amaturo** (20%), NBC sales representative. Filed Feb. 17.

KCUE Red Wing, Minn.—Seeks assignment of license to Hiawatha Bcstg. Co. Corporate change only; no change in control. Filed Feb. 21.

WDLC Port Jervis, N. Y.—Seeks assignment of license to Port Jervis Bcstg Co. for $50,000. Principals include Pres.-Treas. **Sidney Sakofsky** (50%), pharmacist, and Vice Pres.-Treas. **Oscar Wein** (50%), WDLC commercial manager. Filed Feb. 20.

WFBG-AM-TV Altoona, Pa.—Seeks assignment of license to Triangle Publications Inc. Acquisition of control of stations has been approved; present application is for corporate change only. Filed Feb. 17.

WDEH Sweetwater, Tenn.—Seeks assignment of license to Marto Bcstg. Co. for $52,500. Principals include Pres.-Treas. **Marvin I. Thompson** (99.5%), general manager of **WKXV Knoxville, Tenn.** Filed Feb. 17.

APPLICATION AMENDED

WMGR Bainbridge, Ga.—Application for assignment of license to **Decatur Bcstg. Co.** amended to change name of assignee to **John A. Dowdy**. Amended Feb. 21.

Hearing Cases . . .

INITIAL DECISIONS

Hopkins-Edina-St. Louis Park, Minn.—Hearing Examiner Basil P. Cooper issued initial decision looking toward grant of application of Radio Suburbia Inc., for new am station to operate on 950 kc, 1 kw, D in Hopkins-Edina-St. Louis Park and denial of competing application of Suburban Bcstg. Corp. Action of Feb. 21.

Levittown-Fairless Hills, Pa.—Hearing Examiner Annie Neal Huntting issued initial decision looking toward grant of application of Drew J. T. O'Keefe, Jack J. Dash and William F. Waterbury for new am to operate on 1490 kc, 250 unl., Levittown-Fairless Hills, and denial of competing application of Mercer Bcstg. Co. for same facilities in Trenton, N. J. Action Feb. 20.

OTHER ACTIONS

Hartford, Conn.—FCC denied in their entirety joint petitions of **WGTH-TV Hartford, WKNB-TV New Britain, Conn., WHYN-TV** and **WWLP (TV)** both **Springfield, Mass.**, for leave to intervene, for stay or alternative relief, and that portion of petition for reconsideration and further relief as requested stay of comparative proceedings on applications of Travelers Bcstg. Service Corp. and Hartford Telecasting Co. for new tv to operate on ch. 3 in Hartford. By separate action Commission scheduled oral argument on above proceedings for March 12. Actions Feb. 16.

Peoria, Ill.—FCC denied petitions of WEEK-TV and WTVH (TV) both Peoria for intervention, consolidation, and other relief, and dismissed as moot petition for stay of comparative proceedings on applications of WMBD Inc., and WIRL Television Co. for new tv station to operate on ch. 8 in Peoria. Action Feb. 17.

Rochester, Minn.—Rochester Bcstg. Co. designated for hearing application for new am to operate on 1270 kc, 500 w D and made WTCN Minneapolis, party to proceeding. Action Feb. 17.

WPAR-AM-FM Parkersburg, W. Va.-WBLK-AM-TV Clarksburg, W. Va.—By supplemental letter, is being further advised that application for transfer of control from News Pub. Co. to WSTV Inc. indicates necessity of hearing. Action Feb. 17.

Madison, Wis.—FCC denied petition for stay, also that portion of petition for rehearing, reconsideration, etc., likewise requesting stay, filed by Badger Television Co. directed to Commission Dec. 12 decision granting application of Radio Wisconsin Inc. for new tv on ch. 3 in Madison and denying Badger's competing application. Action Feb. 16.

INSTRUCTION

FCC 1st PHONE LICENSES
IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Resident Training Necessary. All Classes
Over 1500 Successful Students

NARBA Notifications . . .

List of changes, proposed changes, and corrections in assignments of Mexican stations mod. appendix containing assignments of Mexican stations attached to Recommendations of North American Regional Bcstg. Agreement Engineering Meeting Jan. 30, 1941.

Mexican Change List No. 187 **Jan. 26, 1956**

770 kc

XECJ Apatzingan, Michoacan—(delete assignment—vide 1340 kc), 1 kw D, ND, Class II. 7-26-56.

970 kc

XETV Villahermosa, Tabasco—(increase D power), 5 kw D, 400 w N, unl. Class III. 4-26-56.

1060 kc

XEGE Mexicali, Baja California—(change in freq. from 1570 kc), 1 kw, ND, D. Class II. 7-26-56.

1200 kc

XELC La Piedad, Michoacan—(now in operation), 5 kw, ND, D. Class II. 11-26-55.

1300 kc

XEYJ Nueva Rosita, Coahuila—(new change in freq. from 1460 kc.), 1 kw, ND, D. Class III. 7-26-56.

1340 kc

XECJ Apatzingan, Michoacan—(change in freq. from 770 kc), 1 kw D, 250 w N, ND, unl. Class IV. 4-26-56.

1390 kc

XETL Tuxpan, Veracruz—(increase in D power), 5 kw D, 1 kw N, ND, unl. Class III. 4-26-56.

1400 kc

XETO Tampico, Tamaulipas—(increase in D power), 1 kw D, 250 w N, ND, unl. Class IV. 4-26-56.

1460 kc

XERD Nueva Rosita, Coahuila—(change in call letters), 1 kw ND, D. Class III. 1-26-56.

1570 kc

XEGE Mexicali, Baja California—(delete assignment—vide 1060 kc), 1 kw, ND, D. Class II. 6-26-56.

1590 kc

New Mexicali, Baja California—5 kw. unl. Class III. 7-16-56.

XENS Nogales, Sonora—(delete assignment), 5 kw, unl. Class III. 1-26-56.

Routine Roundup . . .

February 17 Applications

Accepted for Filing

License to Cover Cp

KMAP Bakersfield, Calif.—Seeks license to cover cp which authorized new am station.

WMFD Wilmington, N. C.—Seeks license to cover cp which authorized decreasing height of center tower of DA.

Modification of Cp

WWRI West Warwick, R. I.—Seeks mod. of cp (as mod. which authorized new am station) for extension of completion date.

WAPC Waupaca, Wis.—Seeks mod. of cp (which authorized new am station) for extension of completion date.

KWWL-TV Waterloo, Iowa—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 20.

WAKR-TV Akron, Ohio—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 13.

KCOR-TV San Antonio, Tex.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 9.

Renewal of License

KSLV Monte Vista, Colo.; KOLR Sterling, Colo.; KLIZ Brainerd, Minn.; KWOA Worthington, Minn.; KWNO-AM-FM Winona, Minn.; KOYN Billings, Mont.; KXLO Lewistown, Mont.; KBTK Missoula, Mont.

February 17 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

KLOR-TV Portland, Ore.—Denied petition to intervene in proceeding re application of **KSLM-TV Salem, Ore.**, for mod. of cp (tv ch. 3). Action Feb. 14.

By Hearing Examiner Annie Neal Huntting

Newburgh, Ind.-Lawrenceville, Ill.—Upon informal request for continuance of prehearing conference and informal consent thereto by all parties, ordered said conference is continued from Feb. 20 to Feb. 28, re am applications of Southern Indiana Broadcasters Inc., Newburgh and Lawrenceville Bcstg. Co., Lawrenceville. Action Feb. 15.

By Hearing Examiner Herbert Sharfman

AB-PT—Issued order after prehearing conference, reciting matters of greatest significance discussed at prehearing conference in re application of American Bcstg.-Paramount Theatres Inc., for permit to locate, use or maintain broadcast studio or other place or apparatus in United States for production of programs to be transmitted or delivered to **XETV (TV) Tijuana, Mex.** Action Feb. 15.

By Hearing Examiner Thomas H. Donahue

New Castle, Ind.—Gave notice that oral argument will be heard Feb. 16, on petition for

leave to amend am application filed by Courier-Times Inc., New Castle. Action Feb. 15.

By Hearing Examiner Basil P. Cooper

Munising, Mich.—Ordered prehearing conference will be held Feb. 20, re am applications of North Central Bcstg. Co. and Munising-Alger Bcstg. Co., Munising. Action Feb. 15.

By Hearing Examiner Hugh B. Hutchison

Ponce de Leon Bcstg. Co. of P. R., Mayaguez, P. R.—Granted motion for continuance of hearing from Feb. 17 to April 9, in ch. 3 proceeding, Mayaguez. Action Feb. 14.

By Hearing Examiner Herbert Sharfman

Broadcast Bureau—Granted petition for extension of time from Feb. 15 to Feb. 27 to file proposed findings of fact and conclusions re applications for assignment of license for KBOX Modesto, Calif. Action Feb. 16.

By the Commission

Granted Renewal of License

KGBX Springfield, Mo.; WEIC Charleston, Ill.; KWPC-FM Muscatine, Iowa; KCOG Centerville, Iowa; KAYL-AM-FM Storm Lake, Iowa.

Granted SCA

KRKD-FM Los Angeles, Calif.; WGMS-FM Washington, D. C.

Modification of Cp

KCCO Lawton, Okla.—Granted mod. of cp (which authorized new am station) to extend completion date to April 16.

February 20 Applications

Accepted for Filing

Cp

WCBQ Sarasota, Fla.—Seeks cp to replace expired cp which authorized new am to operate on 1220 kc, 250 w D.

License to Cover Cp

WDOX (FM) Dover, Del.—Seeks license to cover cp which authorized new fm station.

KROD-TV El Paso, Tex.—Seeks license to cover cp which authorized new tv and to correct geographic coordinates.

Modification of Cp

WAEL Mayaguez, P. R.—Seeks mod. of cp (as mod. which authorized changed frequency, increased power, install DA-1, change ant.-trans. location, make ground system and equipment changes) for extension of completion date.

WWKS (FM) Macomb, Ill.—Seeks mod. of cp (which authorized new educational fm station) for extension of completion date.

KRMA-TV Denver, Colo.—Seeks mod. of cp (which authorized new non-commercial tv station) to extend completion date to Sept. 16.

WHYN-TV Springfield, Mass.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 28.

KRGV-TV Weslaco, Tex.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 15.

Modification of License Returned

WJHO Opelika, Ala.—Application for mod. of license to change name of licensee returned to applicant; name incorrect in first section.

February 21 Applications

Accepted for Filing

Modification of Cp

KURA Moab, Utah—Seeks mod. of cp (as mod. which authorized new am station) for extension of completion date.

License to Cover Cp

WOOD-TV Grand Rapids, Mich.—Seeks license to cover cp which authorized changed description of trans. location to 6100 Five Mile Rd., N. E., Ada, Mich. (not move).

Renewal of License

KTJO-FM Ottawa, Kan.; WHKW (FM) Madison, Wis.; KTVR (TV) Denver, Colo.

February 21 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of Feb. 17

WFBG-AM-TV Altoona, Pa.—Granted assignment of license to Triangle Publications Inc.

KGAK Gallup, N. M.—Granted license covering change of facilities.

KCVL Colville, Wash.—Granted authority to sign-off at 6 p.m. each evening beginning April 1 through Aug. 31.

Following were granted extensions of completion dates as shown: **KYW-FM Cleveland, Ohio,** to 8-22-56; **KHOF Glendale, Calif.,** to 6-1-56; **WOPT (TV) Chicago, Ill.,** to 7-16-56; **WJNO-TV West Palm Beach, Fla.,** to 9-15-56; **WOTV (TV) Richmond, Va.,** to 7-16-56; **WAAB-TV Worcester, Mass.,** to 7-16-56; **WTLF (TV) Baltimore, Md.,** to 7-16-56; **WPTR-TV Albany, N. Y.,** to 7-16-56; **WMFL Miami, Fla.,** to 7-16-56; **WKLO-TV Louisville, Ky.,** to 7-16-56; **WOCN Atlantic City N. J.,** to 7-16-56; **KBTM-TV Jonesboro, Ark.,** to 7-1-56; **KTBS-TV Shreveport, La.,** to 9-1-56; **WHK-TV Cleveland, Ohio,** to 7-16-56; **WNYC-TV New York, N. Y.,** to 7-16-56; **WCKG (TV) New Orleans, La.,** to 7-16-56; **WRTV (TV) Asbury Park, N. J.,** to 7-16-56; **KWGB-TV Goodland, Kan.,** to 7-11-56.

Actions of Feb. 16

KCCO Lawton, Okla.—Granted mod. of cp to change ant.-trans. location and specify studio location.

Following were granted extensions of completion dates as shown: **WKDN-TV Camden, N. J.,** to 7-16-56; **WOBS-TV Jacksonville, Fla.,** to 7-16-56; **WINR-TV Binghamton, N. Y.,** to 7-16-56; **WAKR-TV Akron, Ohio,** to 9-13-56; **WLTV (TV) Wheeling, W. Va.,** to 7-16-56; **WPTV (TV) Ashland, Ky.,** to 7-16-56; **WMCN (TV) Grand Rapids, Mich.,** to 7-16-56; **WTLE (TV) Evanston, Ill.,** to 7-16-56; **KZTV (TV) Reno, Nev.,** to 9-16-56; **KCOR-TV San Antonio, Tex.,** to 9-9-56;; **WTVG (TV) Mansfield, Ohio,** to 7-16-56; **WHCU-TV Ithaca, N. Y.,** to 7-16-56; **WLAP-TV Lexington, Ky.,** to 7-16-56.

Actions of Feb. 15

Following were granted extensions of completion dates as shown: **WITH-TV Baltimore, Md.,** to 7-16-56; **WTRI (TV) Albany, N. Y.,** to 7-16-56; **WETV (TV) Washington, D. C.,** to 7-16-56; **WNOP-TV Newport, Ky.,** to 7-16-56; **WKNA-TV Charleston, W. Va.,** to 7-16-56; **WQXL-TV Louisville, Ky,** to 7-16-56; **WQXN-TV Cincinnati, Ohio,** to 7-16-56; **WOKA (TV) Macon, Ga.,** to 7-16-56; **WFTV (TV) Duluth, Minn.,** to 7-16-56; **WTVQ (TV) Pittsburgh, Pa.,** to 7-16-56; **WEOL-TV Elyria, Ohio,** to 7-16-56.

Following stations were granted authority to operate trans. by remote control: **WPIN St. Petersburg, Fla.; KOWH Omaha, Neb.**

Actions of Feb. 14

KPIC Roseburg, Ore.—Granted STA to operate commercially on ch. 4 for period ending April 25.

WYZE Atlanta, Ga.—Granted authority to operate trans. by remote control.

WEGA Newton, Miss.—Granted license for am station.

KSPC (FM) Claremont, Calif.—Granted license for non-commercial educational fm broadcast station.

KCFM (FM) St. Louis, Mo.—Granted license to cover cp for fm station; (93.7 mc), 21.5 kw; 550 ft. ant.

KHCD Clifton, Ariz.—Granted cp to replace expired cp which authorized new am on 1450 kc, 250 w, unl., with remote control operation of trans.

WDUX Waupaca, Wis.—Granted mod. of cp to change name of permittee Dorothy J. Laird tr/as Laird Bcstg. Co.

WTWV (TV) Tupelo, Miss.—Granted mod. of cp to change ERP to vis. 26.9 kw, aur. 13.5 kw, make ant. and other equipment changes, change trans. and studio location and for waiver of sec. 3.613 of Commission's rules; ant. 510 ft.

Following were granted extensions of completion dates as shown: **WTVX (TV) Gastonia, N. C.,** to 7-16-56; **WFOX-TV Milwaukee, Wis.,** to 7-16-56; **WKJF-TV Pittsburgh, Pa.,** to 7-16-56; **WJLN-TV Birmingham, Ala.,** to 7-16-56; **KLEW-TV Lewiston, Idaho,** to 9-1-56; **WFPG-TV Atlantic City, N. J.,** to 7-16-56; **WQCY (TV) Allentown, Pa.,** to 7-16-56; **WIFE (TV) Dayton, Ohio,** to 7-16-56; **WTOH-TV Toledo, Ohio,** to 7-16-56; **WKNE-TV Keene, N. H.,** to 7-16-56; **WMFD-TV Wilmington, N. C.,** to 9-15-56; **WIND-TV Chicago, Ill.,** to 7-16-56; **WYZZ Wilkes Barre, Pa.,** to 8-8-56, **KCHJ Delano, Calif.,** to 7-22-56, conditions; **WDTV Cruz Bay, Virgin Islands,** to 4-4-56.

Actions of Feb. 13

KETA (TV) Oklahoma City, Okla.—Granted STA to operate on educ. ch. for period ending March 18.

KFSC Denver, Colo.—Granted license covering change in ant. and trans. location.

WDUN-FM Gainesville, Ga.—Granted license covering change in licensed fm station.

WICS (TV) Springfield, Ill.—Granted license for tv station.

KMAP Fresno, Calif.—Granted authority to operate trans. by remote control from 1812 "F" St., Bakersfield, Calif.

WBEN-TV Buffalo, N. Y.—Granted cp to change ERP to vis. 100 kw, aur. 50 kw, make changes in ant. and other equipment; ant. 1200 ft.

WCAN-TV Milwaukee, Wis.—Granted cp to replace expired cp which authorized new tv station on ch. 25

Following were granted extensions of completion dates as shown: **WERE-TV Cleveland, Ohio,** to 7-16-56; **WACA-TV Camden, S. C.,** to 7-16-56; **WELI-TV New Haven, Conn.,** to 7-16-56; **WLWA (TV) Atlanta, Ga.,** to 9-10-56; **WAZL-TV Hazleton, Pa.,** to 7-16-56; **WBTM-TV Danville, Va.,** to 7-16-56; **WBID-TV Detroit, Mich.,** to 7-16-56; **WATL-TV Atlanta, Ga.,** to 7-16-56.

Action of Feb. 9

WAAT-FM Newark, N. J.—Granted authority to operate trans. by remote control from Belleville Turnpike, Kearny, N. J.

UPCOMING

FEBRUARY

Feb. 27-March 1: Senate Interstate & Foreign Commerce Committee resumes hearings in Investigation of Tv Networks and Uhf-Vhf Problems.
Feb. 27: House Anti-trust Subcommittee Exploratory Hearings.
Feb. 27: RAB Clinic, Miami.
Feb. 28: RAB Clinic, Jacksonville, Fla.
Feb. 29: RAB Clinic, Columbia, S. C.

MARCH

March 1: RAB Clinic, Atlanta.
March 2: RAB Clinic, Birmingham, Ala.
March 2-3: Midwestern Adv. Agency Network, Business Meeting & Competitive Display, Drake Hotel, Chicago.
March 2-4: Hi-Fi Fair, Shoreham Hotel, Washington.
March 3: Michigan AP Broadcasters Assn. Newsmen's Workshop, Kellogg Center, East Lansing, Mich.
March 5: RAB Clinic, Nashville.
March 6: RAB Clinic, Memphis.
March 7: RAB Clinic, New Orleans.
March 8: RAB Clinic, Houston.
March 9: RAB Clinic, Dallas.
March 10: Michigan State U. Dept. of Speech 11th Annual Radio-Tv Conference, East Lansing.
March 12: RAB Clinic, Burlington, Vt.
March 13: RAB Clinic, Boston.
March 14: RAB Clinic, Pittsburgh.
March 14-16: Assn. of National Advertisers Spring Meeting, The Homestead, Hot Springs, Va.
March 15: RAB Clinic, Rochester, N. Y.
March 16: Connecticut Broadcasters Assn., Waverly Inn, Cheshire, Conn.
March 16: Ohio Assn. Radio & Tv Broadcasters, Hotel Statler, Cleveland.
March 16: RAB Clinic, Schenectady, N. Y.
March 16-17: West Virginia Broadcasters Assn., McLure Hotel, Wheeling.
March 19: RAB Clinic, Billings, Mont.
March 19-22: Institute of Radio Engineers National Convention and Radio Engineering Show, Waldorf-Astoria, New York.
March 20: RAB Clinic, Minneapolis.
March 21: RAB Clinic, Milwaukee.
March 22: Kentucky Broadcasters Assn., Brown Hotel, Louisville.
March 22: RAB Clinic, Grand Rapids, Mich.
March 23: RAB Clinic, Detroit.
March 24-25: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.
March 26: RAB Clinic, Tulsa, Okla.
March 26-28: Canadian Assn. of Radio & Tv Broadcasters, Royal York Hotel, Toronto.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

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- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
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- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

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city *zone* *state*

Please send to home address — —

The Unheard Voice

AMONG the more commendable enterprises with which U. S. broadcasters have been identified is the annual Voice of Democracy contest for high school students.

In the nine years the contest has been held, several million youngsters have written several billion words in praise of American freedoms and responsibilities. To judge by the appearance in Washington last week of the four national winners of the latest contest, U. S. youth has a clear idea of what democracy is all about.

We are not so sure about their elders, particularly some of their elders who are engaged in broadcasting.

While the youngsters whom they had sponsored were discussing freedom and responsibility last week, many broadcasters were ignoring both. They were still paying no attention to a piece of pending legislation which would give them considerably more freedom than they now enjoy in the presentation of political candidates on news and discussion programs.

Pending before Congress is an amendment which would modify the political broadcasting law to the extent of permitting broadcasters to use candidates on news and discussion programs without having to offer equal facilties to all other candidates. It is a sensible amendment and would do much, if passed, to elevate the stature of radio and television as news media. So far, however, only CBS, which originated the amendment, and NBC have supported it publicly. Except for a handful who have supported it in private correspondence, the rest of the broadcasters in America haven't done a thing to advance the proposal. Some of them, it now becomes evident, are actually hoping it won't pass; they fear the removal of government regulation which is a handy thing to substitute for one's own editorial coverage.

The fears of the fearful appear less substantial every day. The longer the broadcasters remain silent, the less chance there is for passage of the amendment. As matters stand now, the probability is that U. S. radio and television will go through another major election year without having to use their own discretion. They will have ceded their editorial judgment to a government law and will have postponed their maturity as news media that much longer.

Perhaps they should pay more attention to the speeches and less to the promotional results of the next Voice of Democracy contest.

Markets, Probes & Megacyles

AFTER a dismal start, the Senate Commerce Committee inquiry into the nation's television woes gives signs of beginning to get somewhere. Both the legislators and the FCC are learning that there's something more to the problem than who killed the uhf cock-robin, and indeed that uhf is still very much alive and essential in fashioning nationwide competitive tv.

The biggest single discovery, after many months of wringing of hands and fighting the phantom battle of conversions, is that there just aren't a sufficient number of competitive stations in most of the first 100 markets, intermixed or otherwise. The FCC learned it by ringing door bells at advertising agencies, station representatives and networks in New York. And the committee, which understands economics and is weak on allocations, in the words of its chairman, Sen. Warren G. Magnuson (D-Wash.), has reached the conclusion that it isn't how many stations but how many can live.

They are beginning to think in terms of an economic allocation as well as a technical one. The suggestion tossed in by Comr. John Doerfer that a given station in a given multiple market be restricted to a single network affiliation, with other affiliations to go to competitive stations, whether uhf or vhf, appeared to ring a bell on the committee. His "one network to a customer" approach, all other things equal, registered because there is the general feeling that the economic key—at this stage—is the availability of adequate network service.

The seeming emergence of the hearings from a state of disorganized confusion can be ascribed to work at the staff level. With only a few weeks of indoctrination and no prior experience in broadcasting, young Kenneth A. Cox, the committee's majority counsel, took over questioning last week. His start was shaky, but he had done his home-work. He demonstrated a good grasp of the intricacies of tv. At his elbow was Nicholas Zapple, the Senate's communications expert.

Drawn for BROADCASTING • TELECASTING by Sid Hix

". . . and when you say 'note the big, over-sized chest,' be sure you point to the freezer."

It is perhaps too much to expect legislation in 1956—an election year—if, indeed, legislation is needed. Congress wants to quit in July to mend fences back home. But between now and then, the committee can give guidance to the FCC by exposing its views.

Out of the hearings, to date, has come the realization that a dual uhf-vhf allocation must be maintained if there is to be what Comr. Rosel H. Hyde describes as "comparable, competitive" service. The veteran commissioner, drawing on a quarter-century in Federal regulation—10 of those years as a commissioner—has carried the big load in the inquiry. He has given the Senate committee a concise, coherent course in elementary allocations and economics.

In the days ahead, the committee will hear testimony from government and private entities. All of the accumulation of indictments, real and imagined, will be aired. These burning issues principally will involve the networks. The list, turned over to the FCC at last week's hearings, include "possible anti-trust implications" of option time; network ownership of both radio and tv, and their ownership of stations; national spot representation by networks; multiple ownership, and coaxial cable and microwave tariffs—harking back to the Plotkin and Jones reports of the last season.

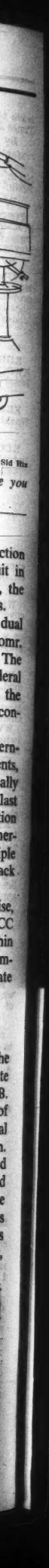
The questions are there and should be ventilated. Otherwise, they will haunt the business of television broadcasting and the FCC forevermore. There are signs that the inquiry will be kept within manageable limits, and that the committee will let the FCC complete its own network study, phase by phase, rather than duplicate the job at the taxpayers' expense.

Toward a More Perfect Union

THERE was something extraordinarily significant about the meeting in Washington last week of the presidents of 43 state broadcasters' associations with the officials and staff of the NARTB. It was a sort of miniature congress of broadcasters—a meeting of the duly-elected representatives of the broadcasters of the several states with their "federal" or "executive" coordinate in Washington.

Both sides benefited. The state presidents learned at first hand the problems of regulation and legislation in Washington. And NARTB President Harold E. Fellows and his executive staff were indoctrinated in the grass-roots vagaries of the art and the business of broadcasting. There is no official tie, since the state associations are not signatory to NARTB. The mutuality of interest, however, is there.

The day may come when the state association heads will constitute a "house of delegates" to the NARTB, perhaps bound to it by something more than a mutuality of interest. The business of broadcasting is growing. It is closer to the people than any other pursuit, and more sensitive to their wishes. In order to effect a more perfect broadcast union, the day of a federation of associations will come. The nucleus will be found in the present NARTB, which is functioning more effectively than any of its predecessors, and in the continued progress and growth of the state associations.



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